

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

Vol. CLX, No. 1

NEW YORK, JULY 7, 1932

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## SHARPEN YOUR PICTURE *of the* *Publication* FIELD

THE Mid-Year Supplement of N. W. Ayer & Son's Directory of Newspapers and Periodicals is ready for distribution.

This addenda to the main volume published in January refocuses the picture of the publication field by recording the many and important changes, consolidations, suspensions and new appearances effected since the first of the year.

This supplement will be sent free to all purchasers of the 1932 Directory. It is never sold separately. However, we still have a limited number of copies of the 1932 Directory—regular edition \$15, thin-paper edition \$20, postpaid—which we can supply to those who neglected buying earlier. The Mid-Year Supplement will be included with all such purchases. To be certain of securing your copy, order should be placed at once.

### N. W. AYER & SON, INC.

*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

# Home Newspapers and Economical Selling Go Hand in Hand



Like ham and eggs, the home newspaper and economical selling make an inseparable team. Today more than ever it is recognized that selling must be concentrated on the home dweller. He is the stable element of population — the bulwark of financial independence. In Detroit, The News reaches 71% of these stalwarts — homes with \$3,000 incomes and over. No other newspaper has this splendid coverage. In fact, you can sell all the better income homes of America's fourth market by using The News alone. That is the way to do an economical selling job in this great trading area today.

## The Detroit News

New York

THE HOME NEWSPAPER

Chicago

L. A. KLEIN, INC.

J. E. LUTZ

Member Major Market Newspapers, Inc.

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLX

NEW YORK, JULY 7, 1932

No. 1

## If Beer Returns

The Getting Ready for Action of an Old Industry and Its Effect on Advertising

By Roy Dickinson

WHEN both major political parties put moist planks into their platforms beer began to seem nearer than it did three months ago.

If beer comes back what will it mean to advertising and business generally?

I decided to inquire.

Here is a news presentation of what some brewers (and many others) think will happen if . . .

Take one brewery, for example, which has kept its name alive during the arid years by advertising other products, such as cheese and malt. Fred Pabst, of the Pabst Brewing Company of Milwaukee, says:

"Our estimates are based on the assumption that we would sell 500,000 barrels of bottled beer during the first year. Assuming a 100 per cent turnover every four months, we would have to invest in \$875,000 worth of bottles and \$1,000,000 in cases.

"Conservatively, our increased purchases would be as follows:

"Crowns, \$260,000; labels, \$50,000; cleaning chemicals, \$12,000; labeling glue, \$4,000; bottle and hand brushes and brooms, \$5,000; bottle trays, \$8,000; ice, \$50,000; miscellaneous, at least \$50,000; advertising, \$300,000 at a conservative estimate; trucks, \$25,000; mechanical changes, \$50,000; and additional wages, \$750,000.

"Should we be permitted to sell beer in barrels, we could easily figure on the output of an additional 500,000 barrels, which would require an investment in wooden

or steel barrels of, say, \$1,250,000.

"Furthermore, in distant localities where high freight charges would prohibit our shipping in bottles, we would have to have refrigerating houses with bottling facilities. These, very conservatively figured, would cost at least \$250,000, making a total of \$4,989,000 which the Pabst breweries would have to spend. These figures, carefully and conservatively made, are for the first year alone."

I asked Colonel Jacob Ruppert as a representative large local brewer several questions concerning his advertising plans, the amount he would invest in new machinery and other supplies.

His replies, too, are especially interesting to publishers, machinery makers, and farmers.

He would spend during the first year \$100,000 in local New York City advertising. He has kept the Ruppert name alive by advertising a cereal beverage but the sales of that were approximately 3,000,000 barrels as against 65,000,000 barrels of beer. The cereal beverage would be dropped.

He would add about 1,000 men to the pay-roll.

He would invest in new machinery and equipment \$2,250,000 during the first year and \$2,175,000 in supplies.

Even though his market is local he would add 1,300 cars to freight loadings.

He would purchase 2,000,000 bushels of grain, 1,500,000 pounds of hops.

The return of this one local brewery to the making of beer would give to the construction industry a job costing \$2,750,000.

Answers from other local breweries in various parts of the country to my questions indicate that the advertising, machinery and new building items would be large.

As far as the farmer and his crops are concerned the following table from the U. S. Department of Agriculture gives a fair picture. It shows that portion of the grain crop used by makers of alcoholic drinks and is the average for the period 1914-1916:

	U. S. Production	Per Cent Used for Alcoholic Drink
Hops .....	48,000,000 pounds	88.
Rice .....	31,152,000 bushels	8.
Rye .....	48,000,000 "	7.5
Barley .....	200,000,000 "	30.
Wheat .....	852,000,000 "	.0007
Oats .....	1,314,000,000 "	.0005
Corn .....	2,716,000,000 "	1.4

The grains grown least are the ones used most as will be seen. This is in line with an urge to farmers to diversify.

When Mr. Pabst says that this one concern would spend at least \$300,000 on advertising legalized beer during the first year, his statement naturally interests everyone connected with publishing and advertising. The Ruppert statement indicates how local brewers are thinking.

Their estimates on other expenditures, since they would add greatly to purchasing power (though the drys deny this) interest every manufacturer with merchandise to sell.

If—and it is still a big if—beer returns, a large group of brewers maintain that there will come into being an aggressive and important group of advertisers at a time when more advertising would act as a tonic to all advertisers, publishers and advertising agents.

Professor Herman Feldman of Dartmouth, himself a prohibitionist, says that in 1914 there was at least \$792,914,000 invested in breweries. At that time there were 1,392 of them. All of them used advertising for their products in some form or other.

The great majority of these breweries are now junk.

A rebuilding of what was once an \$8,000,000,000 industry would undoubtedly start much activity in diverse lines. The Ruppert statement predicts this.

A prominent young brewer, quoted later, believes there would be 847 breweries established during the first year.

John F. Hunt, president of the John F. Hunt Company, manufacturer of brewery machinery, believes the number would be at least 2,000 and with the 1,392 there were in 1914 his figures

don't seem entirely out of reason.

He says he has already added to his engineering staff, put twenty more men on his pay-roll last week, will add 2,000 if beer comes back.

In the last few months he has had his first business boom in twelve years. Many a publisher might easily feel as good as Mr. Hunt if 847 or 2,000 brewers start again to register their names and trade-marks by advertising.

Many ex-brewers now making near-beer are all ready to go. All they have to do is stop their de-alcoholizing process, add salesmen and advertise.

What is the present situation on the whole question which has been so much in prominence during the last few weeks?

Six "liberalizing" plans were submitted in the House of Representatives of both parties during the last two legislative days before recess. More will be introduced this week.

In the Senate a similar movement, cutting across both parties, is under way.

Senator Bingham, by offering a "liberalizing" amendment to the Home Loan Bank Bill, and thus making it a rider to regular Senate



## CULTIVATE RHODE ISLAND IN 1932

# Drug Store Sales "Good" —in New England



*says the Drug Trade News*

**WHY NOT**, indeed?—with three million vacationists getting sunburned and windburned . . . surf bathing, mountain climbing, riding, tramping all day . . . yet under evening lights managing to look fresh, cool, sophisticate!

Of New England's half-billion dollar recreation business, Rhode Island gets its share. And of every vacation dollar, 25 cents go directly to retail stores.

An even greater market for seasonable merchandise: Rhode Island's own families now occupy their summer homes along the shore—the greater part within easy commuting distance of Providence.

Most of these families, visitors and residents, read the Journal and Bulletin. Among Rhode Island's high and middle income groups—the real market for branded, quality merchandise—the coverage is about 79%.

**Journal-Bulletin  
FAMILIES**

*In Rhode Island*

**2 OUT 3**

*Average for State  
as a Whole*

*In Providence*

**19 OUT 20**

*A. B. C. City*

*The* **PROVIDENCE**  
**JOURNAL and BULLETIN**

*Distributing* **New England's Second Largest Market**

**CHAS. H. EDDY CO.** Representatives **R. J. BIDWELL CO.**  
Boston • New York • Chicago San Francisco • Los Angeles • Seattle

business, hopes to overcome a parliamentary difficulty which killed a previous modification measure. If, in the course of the new inter-party politics, a beer bill should pass during the present session and dry objectors took it to the Supreme Court for decision, such a test case would be expedited; perhaps decided within five months.

So real action seems nearer than it has been for twelve years.

#### ***A Brewer's Estimate on Advertising***

The grandson of a man who once made a certain beer famous was talking to a man in a white coat, and three other men.

In days when steins were clinked, the white-coated one would have been called a bartender. Two of the others were publishers' representatives, the other an advertising agent.

The place was one of those which nobody wants to return, though some say they have never been away at all.

The time was the afternoon a man who flew from Albany was making a speech in Chicago, a very wet one, some weeks after another Convention had also spoken well of a foaming product, once widely advertised, whose name was beer.

"Beer is certainly coming back soon," said the man in the white coat sadly.

"This time I think you're right, Paul," said the grandson, "and if it does it is going to help these birds here almost as much as it will me."

Then (and this case was reported to, not observed by your correspondent) he figured on the back of an envelope what sort of appropriation 847 brewers would spend in advertising. Dividing them into ten classes of advertisers from two at \$1,000,000 apiece, several at \$300,000, many more at \$20,000, and most of all at from \$1,000 to \$5,000 a year, he came to the conclusion that at least \$13,000,000 would be invested in advertising by brewers during the first year the Volstead Act was

"liberalized." His position as stockholder in a big brewery now making another product, and his close association with prominent men in the old brewers' association, made his estimate especially interesting to his hearers, though it was admittedly only a guess.

When I asked a number of other ex-brewers their views on how much money they would invest in advertising "if," how many men they would put back at work, how much they would spend in machinery and new construction, there was time for only a few to answer before this issue of PRINTERS' INK went to press.

B. A. Schrader, president of the Falls City Ice and Beverage Co. of Louisville, for example, answered my query about advertising with the statement that he would spend from \$75,000 to \$100,000 in advertising the first year 3.75 beer was made a legal brew. He would use newspapers, radio, outdoor signs, posters and lithographed indoor signs.

During the twelve dry years his company has kept the firm name alive by selling cereal beverages, carbonated beverages and ice. He would drop the carbonated beverages. He would add 200 men "in case beer was legalized."

He mentions lithographers, machinery men, automobile mechanics, gasoline producers, coppersmiths, machine mechanics and railroad employees as men who would draw down wages as a result of his entry into brewing beer.

He would add the purchase of \$50,000 in machinery to his present three units, and increase his freight shipments 400 per cent "since all goods shipped in containers will have to be returned." He also says "The sale of malt made from barley would increase 300 to 400 per cent if beer is legalized. The farmers, instead of feeding their barley to stock, would get a good price for it. The farmers could raise more barley, less wheat and corn. Hop acreage would be increased."

From St. Paul, Minnesota, the sales manager of the Theo. Hamm  
(Continued on page 87)

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## Congratulations, Mr. Rockefeller!

Iowans bought more gasoline in May, 1932, than in any other May in history.

Nine per cent more than in May, 1931.

Thirty-nine per cent more than in May of the boom year of 1929.

And Standard of Indiana, Sinclair, Shell, Phillips, Mid-Continent, Texaco—all advertisers in The Des Moines Register and Tribune—are benefitting from this increased business.

Sales managers who want to sell merchandise should do a little concentrating on Iowa and the advertising columns of

### The Des Moines Register and Tribune

245,241 Daily      217,418 Sunday

J. WALTER  
THOMPSON  
COMPANY

Product and market research  
 Merchandising  
 Complete advertising service in  
 newspapers, magazines, radio,  
 and outdoor

---

*An organization operating  
 on-the-ground in the market  
 centers of the world*

NEW YORK • 420 Lexington Avenue • 1 Wall Street

CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO • BOSTON • CINCINNATI • ST. LOUIS

LOS ANGELES • MONTREAL • TORONTO • • London

Paris • Barcelona • Stockholm • Copenhagen • Berlin • Antwerp

Bucharest • Sao Paulo • Buenos Aires • Johannesburg • Bombay • Sydney



*The Jig-Saw Puzzle, When Solved, Presents This Picture*

## Puzzle Offer Solves Cut-Price Problem

Tests Show Average Sales Increase for Pro-phy-lac-tic Toothbrushes of 400 Per Cent by Dealers

**S**ALES of forty-three Pro-phy-lac-tic toothbrushes per week by a retailer instead of the usual ten, with larger sales obtained on an increase in price of 4 cents; this is news that retailers want to hear. And they are hearing about it. The experience is not unusual, for this retailer is but one of twenty whose stores were made testing laboratories for a merchandising idea created to combat price cutting and to increase sales.

Tests have proved the soundness of the idea and this week the Pro-phy-lac-tic Brush Company has its retailers throughout the country busy selling more brushes at more profit per sale. The idea is simple and springs from a close study of a means of supplying something which observation demonstrates is wanted by the public. That something is a jig-saw puzzle.

The puzzle, itself, is an ingenious adaptation of advertising material. It is a cut-up of an ad-

vertising illustration of a youngster brushing the teeth of his dog. This picture was distributed to more than 2,500,000 people who requested it. In asking for reprints, many sent in 4 cents in stamps and a carton of the product. Large distribution also was obtained in response to an offer to school teachers of black-and-white copies to be used for coloring.

Test Number One, therefore, proved in advance that the subject of the company's jig-saw puzzle had human interest appeal.

The puzzle was first made up in thirty pieces. Experiments indicated that this would be too simple. From a 9 by 12 inch puzzle the model was increased in size to 11 by 14 inches and to fifty pieces.

The ability of various age groups to solve the puzzle was determined so that advertising might set up a bogey for puzzlers to compete against.

The average time for eight-

# Milwaukee Business

## 12% Above U. S. Average

**A**N ANALYSIS of the present volume of business in individual cities, made by *Sales Management* and based on bank debits, shows Milwaukee at 12.6% above the business level of the country as a whole during the first quarter of 1932.

Bank clearings during the first 5 months of 1932, compared to the corresponding period in 1931, declined 7% less in Milwaukee than the average for the U. S. and 11% less than the Seventh Federal Reserve District, according to the *Commercial and Financial Chronicle*.

Here again is evidence that Milwaukee is one of the most steady sales areas—and it is sold thoroughly at one low advertising cost through *The Milwaukee Journal*.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

National Representatives			O'Mara & Ormsbee, Inc.	
New York	Chicago	Detroit	Los Angeles	San Francisco

year olds was found to be sixty-two minutes, for twelve-year-olds thirty-eight minutes, providing they get it away from the grown-ups, who should pass it on after twenty-seven minutes of effort.

To arouse the enthusiasm of jobbers and to get their support, the company sent each one a set. Once a jobber put his wits to the solution, it was believed he would recognize the campaign's selling appeal. Meanwhile experiments had been made with a combination offer of puzzle and product in twenty retail stores. The puzzle was packed in a large envelope which lent itself to counter display and which stated that it was available free with the purchase of a 49-cent brush.

It was immediately evident that the offer not only brought up the price of the product from cut-price levels, but that it also greatly stimulated sales. The sales reports of two druggists were chosen to be featured in promotional material, not because their results were far better than others but because these druggists are men widely known in the trade.

The first announcement sent direct to retailers was a post-card teaser quoting the statements of these dealers on results, together with this message: "Watch for the broadside giving full details of amazing sales producing Propyl-lac-tic summer special." The broadside which followed carried reproductions of the actual letters. Balloons highlighted statements on sales results, these balloons being tied up to photographs of the dealers.

The second page outlined the offer and carried pictures of model window displays. The third page reproduced a specimen of magazine copy, which is to appear in four publications, announcing the offer to the public. It also carried a coupon order to be filled in and sent to the druggist's wholesaler. No puzzles are offered for brushes in stock. Dealers must order the specified model in four dozen lots, getting four dozen puzzles and window displays.

Consumer advertising frankly

tells the purpose of the puzzle offer which is twofold. First, to encourage prompt buying by old users who have delayed getting a fresh, new brush, and second, to secure a trial from new users. As with reprints of the popular illustration, the jig-saw puzzle carries no advertising text.

The two direct mailings have been sent to 60,000 druggists. The stores selected for tests were those in which prices on the company's product had been cut. With higher prices of 4 and 6 cents, these stores report an average increase in sales of 400 per cent.

### Boone to Represent Hearst Pacific Coast Papers

The Los Angeles *Examiner*, San Francisco *Examiner* and Seattle *Post-Intelligencer* have appointed the Rodney E. Boone Organization as their national advertising representative.

The entire personnel of the organization headed by W. W. Chew, which formerly represented these papers, has been taken over by the Boone organization. This adds offices at Los Angeles and Seattle to the Boone organization, bringing the total number of offices up to eleven.

### St. Louis "Globe-Democrat" Appoints H. C. Fisher

H. Clyde Fisher, for the last twelve years with the St. Louis *Globe-Democrat*, has been placed in full charge of the New York office of that paper. He succeeds the late F. St. John Richards, whose death is reported elsewhere in this issue.

### Spool Cotton Company Appoints Cornell Agency

The Spool Cotton Company, New York, selling agent for Clark's O.N.T. and J. & P. Coats sewing threads, has appointed The Paul Cornell Company, Inc., of that city, to direct its advertising account. This appointment is effective August 1.

### La Choy Food Products to Ayer

The La Choy Food Products, Inc., Detroit, manufacturer of Chinese food products, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

### J. E. Hazelton with Futura

John E. Hazelton, for the last four years a member of the advertising staff of *The American Weekly*, has joined the advertising staff of the Futura Publications, Inc., New York.



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## 3 out of 4 Advertising Executives Guessed Half a Million Wrong

Recently we asked a group of Advertising Executives the size of The Geographic's circulation. Their answers challenged us. Three out of four rated it: "The largest class magazine—around 700,000 circulation."

Frankly—it's our fault that only 25% really knew.

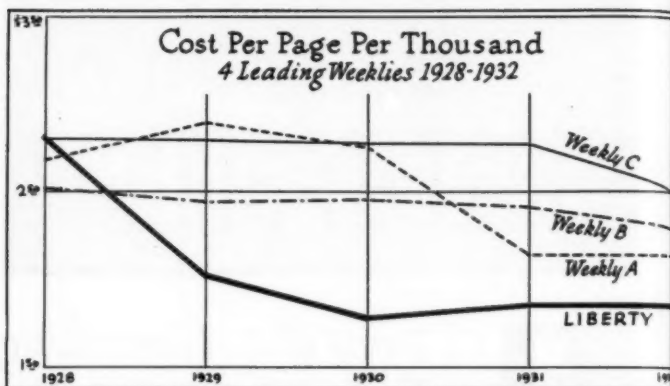
Now we're removing the blindfold: The Average A. B. C. Net Paid for the last 6 months of 1931 was 1,202,621.

Four colors \$4000; black and white \$2600



# The NATIONAL GEOGRAPHIC

# Liberty Congratulate Ad of New Value of Ad



- Liberty Was First to Meet Declining Price Trend.
- 1932 Costs Now 40% Below 1927 Costs; Biggest Decline of Any Major Weekly.
- Still 99% Single Copy Circulation Methods; 22% to 62% Greater Reader Interest for Advertisers—Regardless of Cost—Reproved Every Week by Percival White, Inc. Studies.

**A**DVERTISERS pleased with recent rate reductions are no less pleased than Liberty at their aggressive recognition of the value of the advertising dollar.

Liberty salesmen are brushing off a presentation first carried around over a year ago which said in main:

1. The Problem of Post Depression: Are you still buy-

ing at 1927 levels and selling at 1931 levels? Profits will return only upon adjustment of costs to new price levels.

2. Advertising Appropriation must bear share of burden of readjustment.
3. Smaller appropriations should do as big a job as before.

## Liberty . . . America's BEST READ Week

# ate Advertisers' Recognition e of Advertising Dollar

4. But the smaller appropriation meets in the "monthly" field an average increased cost of 9%. (Since then, reduced.)
5. In the "women's" field a lowered cost of only 3%. (Since then, reduced.)
6. In the "weekly" field—excepting Liberty—a lowered cost of only 6%. (LAST WEEK, reduced.)
7. In Liberty, a lowered cost of 40%—making Liberty the only major magazine equipped to give a 1927 advertising dollar's worth in 1932.

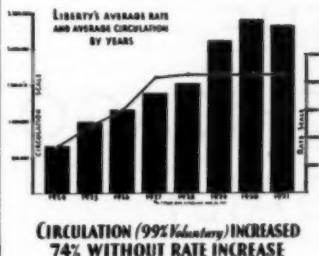
As Mr. Hill might say, the word was whispered, "Why bring that up!" But recognizing the trend to lower prices before any other publisher, Liberty had pegged its rate in 1927 when it enjoyed 1,380,451 circulation. Year after year saw Liberty's circulation increase with black and white page costs unchanged. Today, Liberty's circulation, well in excess of its 2,000,000 base, costs no more than in 1927, offers advertisers the greatest rate adjustment of any major weekly and the lowest black and white page rate of any major weekly.

So, having "brought that up," Liberty is naturally pleased that its sensing of the trend was accurate, that it was the first of the big weeklies to meet the trend and that advertisers have so forcefully indicated their intention to get one hundred cents worth from their advertising dollar.

That, Liberty offers today to a greater extent than any other major weekly, both in copies distributed and in *advertisements SEEN*.

For your consideration, Liberty again presents a 40% lower cost and a 22% to 62% greater attention value for your advertising regardless of cost.

## How LIBERTY'S Cost has DROPPED



YET . . . Lowest Cost - per - page - per -  
thousand in Weekly Field

...so far this year  
 The Chicago Daily News  
 has carried more  
new passenger car  
 advertising than any  
 other Chicago daily...

# THE CHICAGO DAILY NEWS

National Advertising Representatives

GEORGE A. McDEVITT CO.

PHILADELPHIA  
 NEW YORK  
 SAN FRANCISCO

DETROIT  
 CHICAGO



# Above All, Advertising Should Be Intensely Human

"Fun to Prepare, Fun to Read" Is Idea Back of DeSoto Program of Selling Popular Priced Automobiles

By LeRoy G. Peed

General Sales Manager, DeSoto Motor Corporation

[EDITORIAL NOTE: A member of Mr. Peed's retail organization found he could sell DeSoto cars much more effectively if he placed mirrors in his showroom so that his customers could see themselves in the cars as others would see them. (With apologies to Mr. Burns.) Vanity, in other words, or whatever it may be called—a trait that the DeSoto officials believe every person possesses.

Working on this thesis, Mr. Peed, who in the early days of the automobile business traveled the country with Eddie Rickenbacker as an itinerant "trouble shooter" for the old Maxwell car, has seized upon this human trait as the theme for current DeSoto advertising.

The basis for the idea and the methods used in carrying it out successfully he described in a recent address before the Detroit Aircraft Club. The accompanying abstract of his speech which he has supplied to PRINTERS' INK is an important contribution to current advertising thought.]

WE had a problem at DeSoto. We were a brand new company and have been in business only three and one-half years.

Our dealers never enjoyed the novelty of spontaneous buying. Within one year after we started the DeSoto organization, they were faced with a battle for their very existence.

We entered 1932 knowing that it was going to be a crucial year. We knew we had an attractive car and that it was popularly priced. But we knew that competitors would also have very attractive merchandise at popular prices.

We felt, however, that our car, by reason of its distinctive appearance and some of its equipment and

appeal, deserved a new treatment so far as advertising was concerned.

My associates and myself have all come into this business from the retail selling end. Therefore, we know the value of eye appeal in a product and in advertising.

## *The Woman's Approval Important*

We know, for example, that when a man and his wife walk into a dealer's show room to see a car for the first time, and the wife says to the man, "My, isn't that a pretty car?" the sale is 80 per cent consummated, because we immediately have the wife's approval. If the wife does not like the appearance of a car, no married man is going to buy it and ride his wife around in it for three years, and listen to her crab about it all the time.

So we were anxious to get a type of advertising that would convey to the public the eye appeal that the car possessed.

An automobile is not a 10- or 25-cent article, and much work has to be done before its sale is consummated, regardless of the advertising. So we realized we could not coupon our automobile advertisements and get any accurate check on their pulling power.

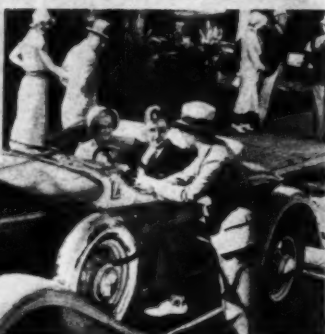
We did think, however, that we might be able to draw some conclusions and some lessons by studying the advertising of advertisers who do coupon their advertisements, and of advertisers who depend upon the advertising to sell their merchandise.

We therefore studied the advertising of certain products to see what we could find out. All these are goods that have to be sold by advertising; products that have very little salesmanship put behind

## Expect to be "Stared at"



● HEADS TURN . . . necks crane . . . when a DeSoto rolls down the street, it's smart!  
And the man who owns a DeSoto . . . he's as smart as he looks. Yes, Sir, the BIG thrill is in the price tag! It says \$675!  
You owe it to yourself to discover the economy and smartness of a DeSoto—ask yourself if you can afford not to! Come in. Let's talk it over.



● Right now we'll give you the finest possible made-in-one-a new DeSoto. Priced as low as \$675 F.O.B. Factory. DeSoto Motor Corporation, Division of Chrysler Motors.

**DE SOTO SIX—\$675** AND 99 C.O.D. FACTORY

### De Soto Advertising Appeals to a Fundamental Instinct—Vanity

them, when they reach the grocer's shelf or the cigarette counter.

We noted that not one of the advertisements of ten years ago for six of these products, was keyed. There was not a single coupon but every one today does contain a coupon. Thus the advertisers can check the pulling power.

Ten years ago not one of these six advertisers used photographic art. Today, three are using it. In those first advertisements there were pictures of the product, a big logotype, and very little human interest, very little real selling. Today, gone is the big logotype. Gone is the big picture of the product. The advertisers have put real selling into their headlines and they have keyed the advertising to determine whether it has pulling power.

We have tried in DeSoto advertising, above all things else, to make it human. We have realized that the opinion of women and young people in the family exerts an 80 per cent influence on the retail sale. So we have in our advertising deliberately left the old man out of the picture, and we have designed our advertising to appeal to the women and to

the young people of the family.

We had a dealer in California who noticed a phenomenon as far as his retail sales floor was concerned. When cars were put on a certain spot, they sold much more quickly than if he put them anywhere else in the sales room. The cars were the same; the prices were the same; the colors were the same.

He found that in that corner of his sales room the walls were lined with large mirrors, and when the customer sat in that automobile he saw himself as he thought other people would see him. The salesman could stand there and talk bore and stroke and axles and brakes until he was blue in the face, but the customer did not hear him. He was seeing himself projected as he would look in that car. When he climbed into the driver's seat he saw himself in that car as he hoped his friends would see him when he drove the bright, new, shiny automobile up in front of his home.

Don't you see the point? The thing we are trying to get at in our advertising is human nature. People like to see themselves as they think others see them. They want to know what an automobile is go-

ing to do to them, not what they are going to do to the automobile. People like to know how they will look in it, how they will feel, what the neighbors next door are going to say when they drive it home in front of their house.

So we say, be human in advertising if you want people to buy. Do not preach to them about your product with rhetoric and elocution. Do not write sermons redundant and verbose. No matter how impressive words sound or how adroitly they are put together, people will not listen unless the talking is done in their language.

This is not a static world. All things change, including people's tastes, reading habits, buying habits—and also advertising. We learned this lesson in the automobile industry. Why do we keep struggling on year after year, trying to improve our models? It is because we know that people's buying habits change; otherwise we would save that money and build the same car this year we built in 1930.

The same thing happens in advertising. The advertisements that we wrote ten years ago are obsolete today. An advertising man, like an automobile man, has to keep his advertising appeal up to date, and keep his hands on the public pulse. The advertiser must know what people are doing, how they are living, what they are like, the books they read, what movies they are going to see, what shows are taking their money. In short, he must be one of them, and be human, in order to talk their language.

#### **Don't Write Essays**

People who enjoy reading Keats, Macaulay and Emerson are really lovely people, but there are so few of them. You cannot sell merchandise to people by writing essays, unless the essays are very human documents.

We wanted to sound a new note in DeSoto advertising, to strike a chord in tune with the times. Here was our picture: We had a new car made to fit today's difficult

market, stylish, contemporary in design, every detail as nice as we could make it for the money, priced right. It looked right, it performed right. Our engineering laboratories had created news. This was a story for a new kind of advertising presentation. It needed a viewpoint as contemporary as the car and product itself.

#### **An Unconventional Headline**

When you look at DeSoto advertising, whether you like it or not, you are liable to say, "Well, they are just using photographs instead of drawings," or maybe you will say, "The headlines are a little different, perhaps a little more exciting," but those are not the important things. That is just the part that you can see with the naked eye.

We had in mind all the foregoing when we prepared a DeSoto advertisement which was captioned "Expect to be stared at."

First of all, let us take the headline—admittedly not a conventional automobile headline. That was the thing we wanted to get away from. What is so different about that headline? Just this: we are talking about what the car itself is going to do to the owner, not what the owner is going to do to the car, not about those brilliant, flashing, scintillating miles that it is going to give you. No. We are talking about what the car is going to do to the buyer. We are telling the woman that if she buys a DeSoto, people will turn and crane their necks and look at her, as she drives down the street.

We are playing to one of the most fundamental of human instincts—vanity.

Let nobody fool himself; we are all vain. You and I and everyone in this room has a certain streak of vanity.

Look at the picture. In the first place, it is a photograph. A photograph is a picture of real life. You can actually project yourself into that picture. How often have you gone to the movies and found yourselves stepping right into the picture and living it? Every

woman who goes to the movies suffers with the heroine; she is right in there, suffering and weeping and wailing.

We maintain it is impossible for a man to look at a beautiful picture by Henry Raleigh and see himself in the rôle of the tall, dignified looking diplomat in the center of the picture. That is fairyland, we men do not do that, but show a man a photograph of obviously real people, a smart car, and he can easily imagine himself right in the driver's seat, sitting right next to the beautiful blonde. So that is why we say "Picture yourself here."

The whole point is that the advertisement is human, it is warm. The headline is exciting. The people in the picture are not just models, posing; they are real human beings having a good time.

The whole advertisement was fun. The boys had fun writing it, the girls and boys had fun posing in it, and we hope the public has fun reading it. We want to make it fun to read it, not hard to read it, not difficult or imposing to read it, but fun to read it so they will grab it and read it. Make it human. That is the subtlety of the new technique in advertising as I see it.

We deliberately planned our campaign to appeal to the women and to the young people. If your wife went to buy a new hat and could take with her every woman friend who would ever see her wear that hat, maybe fifty of them, and put the hat on and say, "How does this look? Does this look nice on me?" and they would all say "Yes, it is very becoming, it looks charming, it makes you look ten years younger," she still would not buy it unless she could see it on herself in a mirror.

She would not take the word of twenty of her best friends that it was becoming to her unless she personally could see it. No amount of talk on the part of the sales person would convince her that that hat was becoming to her. She has to see it in the mirror.

There is no arguing about style. Your eye says "yes" or it says "no," and that is that. We could

have used twice as much space talking about the style and beauty of the car, but we said it quicker with a picture.

When we do talk in type, we keep to the same human formula. You will not find any long-winded eulogies in DeSoto advertising. We try to paint a picture of enjoyment and value.

We do it with language that he knows, and uses every day, short words, brief sentences that he can understand. We even let the reader supply his own words at times, by stopping a sentence before it is completed and putting a row of dashes in the copy, because we concede to the reader a certain amount of intelligence, and we believe that we can let him write the music as he goes along.

Real selling is not trying to make somebody buy something he is not interested in or does not want. Real selling is the fulfillment of the customer's desire. Our psychology is to awaken that desire, to whet his appetite and show him how easy it is to fulfill it.

Our opinion is that the real mastery of words is really the mastery of simplicity. The application of so-called business acumen is simply common sense, and an understanding of human nature, and after all, in this business of advertising, you work with very homely tools. Genius lies in the art of getting close to people.

Today I believe more firmly than ever with Theodore F. MacManus that advertising is the sword arm of business, but in these strenuous times business must wield a keener weapon than ever before.

The sword must be sharper, the arm must be strong with the vigor of youth. The advertiser must be honest, he must be brief, he must be interesting, he must be convincing, and above all he must be human.

### J. C. McQuiston with Gear Manufacturers Group

J. C. McQuiston, for twenty-nine years in charge of advertising of the Westinghouse Electric & Manufacturing Company, has been made manager-secretary of the American Gear Manufacturers Association, Wilkinsburg, Pa. He left the Westinghouse company a year ago.



# The Indianapolis Radius offers you these advantages NOW

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## • A Stable Market

Business activity in Indianapolis is 13 per cent above the average for the country, according to a study of all American markets made recently by Sales Management. The Indianapolis Radius is always a good market because it is not dependent on one or two dominant industries. Broad diversification insures a steadier flow of purchasing power during periods of subnormal activity.

## • Advertising Economy

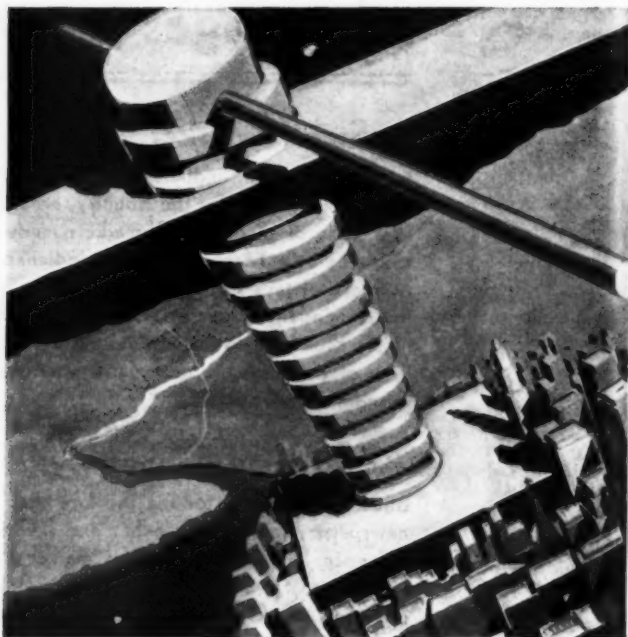
Equally important, too, is the fact that one newspaper, The News, reaches and favorably influences the vast bulk of this market's purchasing power. So thorough is The News' coverage of its market . . . so habitual is its acceptance as the family buying guide . . . that alert advertisers using it exclusively do a complete selling job for only one economical advertising investment.

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New York: DAN A. CARROLL, 110 E. 42nd St. Chicago: J. E. LUTZ, Lake Michigan Bldg.

# Mr. Cramer wants FOCUSED



## THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Times-Herald  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

### SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

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# ED PRESSURE

*"Depression resistances require prosperity selling-power. This added power must be gained through greater efficiency, rather than through added appropriation . . . this can be achieved ONLY by proper market planning" . . . statement by F. G. Cramer, president, The Cramer-Krasselt Co.*

WE AGREE. Properly picked markets are of greater importance than ever before . . . markets that *are* able to buy . . . markets in which *potent* tools exist, capable of applying the focused *pressure* which, alone, produces sales.

In fourteen dense markets of 31,000,000 people, these tools are ready-to-hand . . . 27 powerful Hearst newspapers, represented by the Boone Organization . . . 27 tools that can *and do* concentrate pressure upon buyers

and retailers with prompt and profitable results.

A packer of coffee applied this pressure and secured 1,250 new outlets in the face of long-established brands. An unknown beverage secured complete chain-store coverage in less than four weeks. A maker of safety razors and blades materially increased sales.

These, and scores of similar successes, are decidedly suggestive . . .

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intelligence

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

A UNIT OF

HEARST ADVERTISING SERVICE

New York

Boston	.	Chicago	.	Detroit	.	Philadelphia
Rochester	.	Cleveland	.	Atlanta	.	San Francisco
		Los Angeles	.	Seattle		

# VERIFIED

+ + + + + PLUS!

**G**ET the facts. Compare the last A. B. C. Audit Reports for a complete, authentic analysis of Oklahoma City newspaper circulations.

The Audit Report covering the year ending September 30, 1931, not only **VERIFIES** the two preceding Publisher's Reports of The Oklahoman and Times, but actually *adds* 745 net paid copies daily to the circulation claimed.

The Oklahoman and Times circulation of 193,112 gives the Oklahoman (morning) a lead of 45.8% in city and suburban and 92.5% in total circulation over Oklahoma City's third paper; and gives the Times (evening) a lead of 52.3% in city and suburban, and 78.6% in total.

Oklahoman and Times circulation is clean and effective—secured without benefit of premiums, contests or clubbing offers among subscribers—and is sold to advertisers at the lowest milline cost of any newspaper in this market.

## THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

THE OKLAHOMA PUBLISHING COMPANY  
The Oklahoman Farmer-Stockman      Radio Station WKY  
Representatives—E. KATZ SPECIAL ADVERTISING AGENCY

# Dump Customers Overboard; Build New Lists; Boost Sales

How Drastic Selling and Administrative Methods Pumped New Life into This 35-Year-Old Business

As Told to Ralph Crothers

By George Myrick, Jr.

Sales Manager, Pennsylvania Range Boiler Company

TO pump new life into a re-organized business thirty-five years old, manufacturing a product whose yearly demand was steadily being reduced by competition and diversion to other channels—this was the problem facing the new management of the Pennsylvania Range Boiler Company early in the year 1931.

A lack of definite and sustained selling policy had forced the company to distribute range boilers through channels other than the normal economic scheme of wholesaler to retailer to consumer. The business was also confined to a few States immediately local to the factory.

Recognizing that a sustained and satisfactory volume of business could be built only on the basis of a fixed policy and broader distribution of sales, it was decided to sell through the wholesale jobber of plumbing supplies only, as this outlet handled more than three-fourths of the industry's sales. This meant throwing overboard practically every account on the books and the building up of a new list of customers. Speed in securing these new accounts was essential in order to minimize the period of slack resulting from the change-over.

What appeal then was to be used to secure these new accounts? A range boiler is essentially a commodity, made to uniform specifications, totally lacking in the possibilities of sex appeal, and selling at a uniform price the country over. A cut price would only result in a temporary advantage and the likelihood of a demoralized market. Specific points of construction and manufacturer to jobber co-operation were decided

upon as the theme song of the new sales offensive.

Recognizing the fact that range boilers had long since passed out of the specialty class and that very little stress was being laid by other manufacturers on what went into the boilers or how they were constructed, it seemed logical that if certain specialized processes used in the construction of Pennsylvania Range Boilers were properly presented, it would raise our product above the average in the minds of the buyers if only by inference. Accordingly the "5 Quality Features" of construction came into being, and around this was built the sales story.

## Presenting a Picture Story

To present the story to the jobber, a complete album of photographs showing the plant, the products, specifications, and a picture story of the five quality features, was made up. Small sections cut from actual boilers were furnished further to illustrate construction.

In order to effect more extensive distribution carefully selected sales agents were appointed in their respective communities and each supplied with a sales album and cut-away samples of the boiler. The pictures in the album were so arranged that a salesman's story came out in logical sequence as he showed the various photographs.

In order to get the story across to the wholesaler's customers, sales albums were supplied to his salesmen. Floor display stands showing small boilers in cut-away sections were supplied for the wholesaler's room where the trade came in to buy. Five folders, each one

with an interest-getting cover and illustrating one feature of construction, were also supplied for the wholesaler to distribute.

A direct-mail campaign to plumbers throughout the country was worked out on the basis of a feature folder and a letter for each mailing until the five construction features had been covered. This campaign was conversational in tone. We knew the men we were writing to and talked their language as we knew it.

With technical points to get over to them we talked in terms of simple things. Each miniature letter  $8\frac{1}{2}$  by  $5\frac{1}{2}$  on colored stock emphasized one point, such as "lapping leads," "tappings," "crimps," and "four dips."

As an example of how we tried to combine friendly stuff with technical talking points, here is the letter which went out with the "lapping heads," "tappings,"

Good Morning:

As tough as the wet knots used to be when the old, swimmin' hole gang yelled "Chaw beef.

Lapping in and welding all steel heads is just another detail that makes Pennsylvania Range Boilers longer lasting and brings their construction as near perfection as is mechanically possible.

The enclosed folder tells the story—and the boilers say it with performance. Your jobber will have them or can get them easy enough—for Pennsylvania Range Boiler representatives cover the country like a blanket.

The booklet with this letter had several illustrations and technical details about each feature.

When we talked about crimping we did it this way:

Good Morning:

If knights of old had crimped the seams of their metal underwear, those garments would still be in style.

For the crimping of all shell seams certainly adds strength and life to Pennsylvania Range Boilers. It's a rare occasion when we are called upon to make good our guarantee.

Put Pennsylvania Range Boilers down for your next installation—and you'll discover how far consumer satisfaction goes in producing profitable repeat business.

And put it down to call your jobber for your next purchase. We are doing business only through regular channels.

In addition to this mail campaign and appearing at the same time, advertising in the various trade journals illustrated and ex-

plained the same points. An acceptance from both the wholesaler as well as the retailer was the result.

The main thought behind all this was to make the trade more critical of range boiler construction by calling their attention to certain points of manufacture, thereby setting in their minds a standard which could be used as a yardstick of value.

Due to present conditions and the reduced sales volume, some manufacturers formerly selling entirely through the wholesale trade took on other accounts whose distribution policy eliminated the plumber and dealt directly with the consumer. We believe that skilled labor is necessary for the proper installation of range boilers, not only to secure the best results from the boiler but for the protection of life and property as well. Many States have regulations for the installation of range boilers by licensed plumbers only, in order to avoid the possibility of the boiler bursting due to lack of proper safeguards.

Every unit sold other than by the wholesaler and plumber reduced the volume of the local wholesaler in like amount and provided unfavorable competition. So acute did this type of competition become that wholesalers voiced an opinion that they should co-operate with the manufacturer whose selling policy was through the wholesale trade only and who stuck to this policy. This fitted in very well with our method of distribution and many wholesalers, realizing that our product could be secured only through the wholesaler, swung their accounts over to us.

In order to reduce selling expense in certain areas, a sales merger was effected with another long established manufacturer of plumbing supplies whose sales policy was in line with our own. The attendant advantages of this merger proved decidedly beneficial to both companies.

In the face of an 18 per cent decline in the total volume of

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range boiler business in the United States during the year 1931 and the added handicap of establishing an entirely new list of customers, we were able to show a favorable increase in our volume of business over the previous period. Due to adding these new accounts to our customers' list, we placed ourselves in line to secure a much larger share of the total volume of sales by distributing through the wholesaler than was ever enjoyed by the company when distribution was effected through the plumber or retailer.

### Made Vice-President of Robbins & Pearson

Stewart H. Ankeney, formerly vice-president of the J. Horace Lytle Company, Dayton, Ohio, advertising agency, has been made vice-president of the Robbins & Pearson Company, Columbus advertising agency. He was also formerly advertising manager of the Davis Sewing Machine Company, Dayton, and, at one time, was with the McGraw-Hill Publishing Company.

### Appoint Green, Fulton, Cunningham

The Prima Company, Chicago, maker of Prima beverages, has placed its advertising account with the Green, Fulton, Cunningham Company, advertising agency of that city.

The Nurito Company, Chicago, has also appointed the Green, Fulton, Cunningham agency to handle its advertising account.

### Wahl Advances C. W. Priesing

C. W. Priesing, formerly sales manager of The Wahl Company, Chicago, Eversharp pens and pencils, has been appointed general sales manager of that company. This appointment follows the resignation of A. A. Herschler as vice-president in charge of sales and advertising.

### Southern Publishers to Meet

The Southern Newspaper Publishers' Association will hold its convention at the Grove Park Inn, Asheville, N. C., July 18, 19 and 20. The meeting will be addressed by Kenneth Collins, executive vice-president of R. H. Macy & Company, New York, and James Flett, of Chicago.

### Has Burgess Seed Account

The Burgess Seed & Plant Company, Galesburg, Mich., has appointed the Rogers & Smith Advertising Agency, Chicago, to handle its advertising account.

### To Hold Third Packaging Exhibit

The third annual Package Exposition will be held at the Hotel Pennsylvania, New York, March 7 to 10, 1933, under the auspices of the American Management Association. Irwin D. Wolf, secretary of the Kaufmann Department Stores, Inc., Pittsburgh, and a vice-president of the American Management Association, is chairman of the packaging exposition council.

A succession of daily conferences and clinics dealing with consumer marketing, packaging, packing and shipping will be held in conjunction with the exposition. Headquarters of the exposition will be maintained at 225 West 34th Street.

### Columbia Pictures Plans New Campaign

The Columbia Pictures Corporation, New York, is planning a new campaign which will use twenty-eight magazines. The Empire Service, New York, will direct this campaign.

Lawrence Weiner, formerly head of the Lawrence Weiner Advertising Agency, is now with the Empire Service as an account executive.

### Frank LeRoy Blanchard Leaves Doherty

Frank LeRoy Blanchard has resigned as director of advertising of Henry L. Doherty & Company, New York, and the Cities Service Company, of that city. He has been with the Doherty organization since 1922. Elliott McDeldown, for the last seven years with the Doherty organization, succeeds Mr. Blanchard as director of advertising.

### C. E. Townsend with Eastern Advertising Company

Charles E. Townsend, formerly sales promotion manager of the Street Railways Advertising Company and Barron G. Collier, Inc., New York, has been appointed sales manager of the Eastern Advertising Company, Inc., Boston, New England car card advertising organization.

### Outdoor Association to Meet

The forty-second annual convention of the Outdoor Advertising Association of America will be held at French Lick Springs Hotel, French Lick, Ind., according to an announcement made by George W. Kleiser, president of the association.

### Packard Account to Young & Rubin

The Packard Motor Car Company, Detroit, has appointed Young & Rubin, Inc., New York, to direct its advertising account. This appointment is effective July 15.

# Reduces Dividend Instead of Curtailing Advertising

Colgate-Palmolive-Peet Will Continue Advertising Volume to Hold Position in Industry

**R**ATHER than curtail the company's advertising and thereby run the chance of losing its position among the leaders of its industry, the directors of Colgate-Palmolive-Peet Company, at a meeting last Tuesday, voted to reduce the dividend on the common stock.

In explaining this policy, Charles S. Dewey, vice-president in charge of finance, said: "The company has over a long period and by the expenditure of large sums of money, placed its brands in the forefront of the toilet soap, laundry soap and toilet article industry. The management believes that active business and prosperity will in due course return to the country and that, as heretofore, the public will seek the quality and reputation of those brands which have stood the test of time and with which they have been familiar.

"For this reason the company contemplates continuing its advertising campaigns on a basis that will keep the position of the company in the industry and the reputation of its advertised brands in the minds of the consuming public. As no one can foretell for how long a period present conditions may last, the company intends to conserve its resources and maintain itself in a liquid position, believing that the carrying out of its program—even to the extent of reduced profits and dividends on the common stock—is the greatest ultimate service it can render its stockholders."

Mr. Dewey stated that the company had followed a liberal dividend policy up to the present time and today stands in a strong cash position with no bank loans or funded debt.

"Throughout the forty years' experience of executives and directors of the company," Mr. Dewey added, "the low prices now pre-

vailing for fats and oils have never before been encountered. It is not believed that these prices will continue indefinitely, and it is the management's opinion that when the upturn does come, as it surely must, the company, having maintained itself in a liquid condition and having followed the conservative course of adjusting inventories to market prices, will be in a most favorable condition to make substantial earnings."

## Changes on Des Moines "Register" and "Tribune"

James F. Jae, for six years city circulation manager of the Des Moines *Register* and *Tribune*, has been appointed to the newly created position of local advertising manager. Joseph G. Lipsie will be assistant local advertising manager.

Warren C. Garst, formerly assistant vice-president of the Central National Bank and Trust Company, Des Moines, has been appointed classified manager. He succeeds Harry Keller, who has been advanced to the general display advertising department.

James D. Lynch, of the circulation department, has been appointed city circulation manager. H. E. Willis becomes assistant manager.

## Appoints Campbell-Ewald

The U. S. Rubber Company has appointed the Campbell-Ewald Company to direct the advertising of its footwear, clothing, golf balls, flooring, drug sundries, mechanical rubber goods and other products. This appointment is in addition to the advertising of the company's tire division at Detroit, which is also being handled by the Campbell-Ewald agency.

## Federal Motor Truck to Sweeney & James

The Federal Motor Truck Company, Detroit, has appointed the Sweeney & James Company, Cleveland, to direct its advertising account.

## Elected by Cincinnati Bank

William A. Stark, a director of the National Financial Advertisers' Association, has been elected vice-president and trust officer of the Fifth-Third Union Trust Company, Cincinnati.



# Doubled Sales Prove DIGGING Pays!

When desire wasn't hobbled and spending ran riot, no one had to dig for sales. Not strange that many grew rusty, forgot how to *work* at sales.

But many now are learning, some didn't forget. The meat packer who doubled his Chicago sales recently did it by good, old fashioned digging, with the Chicago American for a shovel, the smartest merchandising staff in Chicago for muscle, and Chicago's biggest evening newspaper circulation from which to dig out profit.

Digging does it these days—digging in cities like Chicago where massed millions are a mighty market, eating, wearing, resting in and listening to trainloads of food, clothing, furniture, radios, riding in an

endless stream of motor cars. Digging with the Chicago American into the pockets of its tremendous circulation.

If you want detailed data—as you must—on why the Chicago American is Chicago's greatest gift to hard-digging sales-getters, call in the Boone Man NOW.



## CHICAGO American

a good newspaper now in its TWELFTH YEAR of circulation leadership in Chicago's evening field

*National Representatives:*

RODNEY E. BOONE ORGANIZATION

**F**ORMERLY, a salesman was a man who sold something, or tried to. Often he was only an order collector • But since early 1930, unwittingly and unwillingly he has become a collector of bad news, a hobo for hard luck handouts, a missionary in the vineyard of sour grapes. Days dripping with deep dyed gloom given forth by one time customers (who give forth no business), mildew his morale, parboil his persistence, attenuate his attack. His is an unhappy calling • If your advertising were never seen by a possible customer these days, it may be worth more than it costs—as long as your salesmen see it! Because advertising is the assurance from headquarters to the



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salesman that the flag still flies, that the firm is back of him with the strongest support it can give. "Our advertising" is now something to put pridefully before cold customers, and discouraged dealers, as a solid hope of better business, and an earnest effort to make it • To get more from your selling and advertising, concentrate both of them in New York, best market in the world just now; and in The News, best medium in the market. If you have customers here, The News reaches more of them, more effectively, more economically, and more resultfully • A News schedule is just about the most valued favor you can do for your New York salesmen and dealers—and for yourself!

## • THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago; Kohl Bldg., San Francisco; 220 E. 42d St., N.Y.

Worcester, Massachusetts

## PRESIDENTS TO PRIZE-FIGHTERS



MECHANICS HALL

Deeply rooted in the affection of Worcester folk is this historic hall which for three-quarters of a century has been identified with the life of the community.

Mechanics Hall has served all, and closed its doors to none. The bread of widely differing communions has here been broken, and here Ingersoll unloosed his lashing tongue. Here have met Masons and United Irishmen, and here the Fenians

were fined \$10 for nailing the tables to the floor.

The history of this hall is a roll-call of America's great—Presidents and prize-fighters, statesmen and singers, evangelists and atheists, scholars, explorers, generals, fiddlers, dancers, authors. Here the yeast of the Free-Soil men worked mightily; here the lads of Worcester were called to the colors in '61; here, since 1857, the issues outstanding before the nation have been debated by orators of every party and every faction. Here the Worcester Music Festival, founded in 1858, has played and sung its way to world-wide fame.

Every important event that has ever taken place in this historic hall has been faithfully reported by these newspapers. Founded in 1801, The Evening Gazette was a civic power in Worcester long before the building of the hall; the daily and Sunday Telegram have rounded out nearly a half-century of service.

*Worcester has outgrown the Hall, and is now building a \$2,000,000 Municipal Memorial Auditorium to meet present-day needs. But these newspapers have grown with Worcester, rendering a service so indispensable that 93% of all newspaper buyers in this city now buy the Telegram or Gazette for the news of the day.*

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

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# How Space Buyers Are Saving Space Sellers' Time

Some Simple Reforms That Are Helping to Eliminate Wastes in the Selling of Advertising

By Don Gridley

A PUBLISHER'S representative, who has been a consistent reader of the "Angles on Space Buying" series which has been running in *PRINTERS' INK*, indignantly tells the following story in refutation of some of the remarks made by space buyers recently:

He was working on a food account which was about to break. He had what he felt was an important story to tell the space buyer on that account. He had encountered no particular obstacles in laying his story before the advertiser but was very anxious to have an opportunity to talk to the media department of the agency.

Visiting the agency one morning he found eight or nine men ahead of him to call upon the space buyer. He left the agency, went outside and made a phone call. The space buyer gave him an appointment at 9:15 the following morning.

Arriving promptly at 9:15 he found six or seven men ahead of him and when he told the girl at the reception desk that he was there by appointment, she calmly informed him that the space buyer did not make appointments. He finally got word to the space buyer who merely confirmed the girl's statement.

## *The Same Thing Again*

Going once more to the outside he put through a call and was given an appointment for the following morning with the definite understanding that he would be seen. However, the next day he went through the same process again.

Finally, because he felt it was essential that he lay his story before the agency, he arrived at the office at 8:30 in the morning, found himself third in line, and was finally able to see the elusive space

buyer shortly after 10 o'clock.

Perhaps this is an unusual incident, but enough space salesmen have had similar experiences to indicate that some of the reform that is taking place at present in media practice is much needed.

## *Plenty Still Hold to Antiquated Systems*

The problem of the cooling of high-priced heels is one which has long had the serious and careful attention of publishers who see their highly paid representatives wasting many hours in futile waiting in agency reception rooms. Many of the more progressive agencies have revised their practices, but there are still plenty who maintain the antiquated system of seeing salesmen only between certain hours and then not by appointment. The result of this system is a continual battle between salesmen and space buyers which does not create any particular amount of good-will on either side.

At the outset, it is well to recognize that space buying is not a one-man job although some space buyers would like to delude themselves into believing that it is. N. H. Pumpian, director of media, Henri, Hurst & McDonald, Inc., states the fact very succinctly when he says:

"There are so many matters beyond the immediate domain of a media department that affect an account, that it is neither practical nor desirable to limit the contacts of the publisher's representative within the agency."

The space buyer who believes that he and he alone is competent to make up the lists and that they will not be changed or in any way modified by the advertiser or the account executive, is just fooling himself.

While *PRINTERS' INK* has pointed out on several occasions that there

has been of late years a dangerous tendency on the part of a few advertisers to slight the very important problem of media selection, even the most superficial investigation among leading executives of nationally advertising companies shows that although the space buyer may often prepare the list, it is given the most careful scrutiny by a number of executives of the manufacturer from the president down to the assistant advertising manager. This is as it should be and there are certain hopeful indications that this type of close scrutiny of lists is on the increase, rather than the wane.

In the agency itself not only the space buyer but account executive and executives of the agency also have an important voice in media selection.

The fact remains, however, that the media department of the agency must do a great deal of the contact work with space representatives. J. J. Hartigan, vice-president, Campbell-Ewald Company, says:

"We have a policy handed down by our president that we shall see every man who desires an interview. Our time belongs to the representative as well as to the client. We are not unmindful of the fact that it is the publisher who pays the agency commission."

Agencies who realize this simple fact are doing their best to obviate the tremendous waste in space representatives' time.

#### **The Media Department a Clearing-House**

Several agencies have adopted a system of making the media department the clearing-house for space representatives' calls. With almost no exception this does not mean that the media department stands as a buffer between space salesmen and account executives with the idea of eliminating all calls upon anybody but the space buyer and his assistant. It does mean, however, that the media department stands between other members of the agency and a lot of the foolish calls that unwise salesmen try to make.

Here is how one simple, but workable, system operates:

The space representative must make his appointment through the media department. If his business is obviously of minor importance but at the same time if he deserves a hearing, an appointment is arranged with some member of the department. On the other hand, if the information he has is such as to be of importance to other factors on the account, the department arranges an appointment for him with these other factors. In this way account executives' time is conserved and they are not subject to frequent interruptions on the part of salesmen who have really nothing to say.

#### **Telling the Story to Three or More**

One agency using this system has found that on local accounts it is frequently possible to arrange appointments with two or three men in the agency and also with executives of the company so that the space representative has an opportunity to tell his story to three or four important individuals at one time. This is a time conserver, not only for the agency, but also for the representatives.

Such a system obviates the obsolescent idea that is still maintained in certain agencies where salesmen are seen only between the hours of nine and one on certain days. Such a system is regularly becoming to be recognized as an indication that the media department sees no hope for eliminating the chaos that formerly was fairly common in the selling of space.

More and more media departments are giving space representatives definite appointments either within the department or with account executives.

Here it is necessary for the representative to co-operate. First, he must be able to tell the man whom he is to see just how long his interview will take and then, unless the interviewer insists upon the call being longer, he should confine himself to his allotted time and see that he tells his story correctly within that time.

This works a hardship on the long-winded salesman, but it is ample time for the good salesman

who can tell his story quickly.

Of course, some salesmen are still afraid to say: "It will take me twenty minutes or half an hour for my interview," but if a representative can give a good reason why it should take him longer than ten or fifteen minutes, he will find the media department receptive.

Needless to say, the appointment system demands promptness on the part of a representative.

### ***A Chronic Disease***

Congestion of the waiting-room is a disease which shows signs of gradually being eliminated although a visit to some agency waiting-rooms, along about 10 o'clock of a busy morning, would seem to indicate that the disease is being aggravated rather than cured.

F. G. Hubbard, vice-president, Fuller & Smith & Ross, Inc., says: "The disease known as congestion of the reception room, to my mind is chronic and I wonder if there is any real cure for it. I make a practice of seeing everyone who wants to see me provided I am not otherwise engaged. Also, many times when I am not available for solicitation, I see the caller for a moment and give him an idea of when I shall be free or give him some information that will help to make his call more timely.

"I have always tried to think in terms of the other fellow and to give the man on the street a break if it is possible."

Various media men queried indicate that even in those agencies where the appointment system is not observed, they are doing everything that they can at least to get word to the space salesman that he cannot be seen and when will be the best time for him to drop in.

If the salesman is wise, he will take this simple turndown at face value and will not try to bother a busy media man on a busy morning.

F. L. Swigert of N. W. Ayer & Son, Inc., says:

"More head-work and less foot-work makes its appeal here. Brief telephone talks can sometimes obviate calls in person."

There is a lot more telephone

selling being done by space representatives than was the case a few years ago. Obviously, it is much simpler and much more effective for the salesman to make a call than it is for him to spend a half or three-quarters of an hour in the reception room only to be greeted perfunctorily when his turn comes. The salesman who uses the telephone wisely for appointments, conserves his own time and usually earns the respect and gratitude of the men whom he wishes to see.

The good-will call is on the wane. Smart space representatives never were particularly addicted to this habit because they realized that media departments and account executives are quick to see through the man who is merely dropping in to say "hello" because his boss told him to make so many calls.

The wise representative knows that if he is to call he must bring something with him, tell it as quickly as possible and get out.

A leading space buyer once said to me: "There are two salesmen in this city who call on me frequently, often for only three or four minutes. I am always glad to see them because they never come in without some particular piece of information. Occasionally, the information has nothing to do with their own publications but is something that I should know and am glad to know. I suppose you might say that these are good-will calls, because they certainly are productive of good-will. They are in sharp contrast with the so-called good-will calls of the man who comes in with nothing to say, says it wordily and then lamely bows himself out."

### ***Writing the Solicitation***

F. G. Hubbard, in discussing another phase of the space buying situation, says:

"One thing I have found cuts down the amount of time I have to give an individual is to ask him to put his solicitation in writing as I feel there is nothing that a solicitor should say that he couldn't put in a letter. I always make a practice of reading these letters and, if they contain useful information, I

file them in our publication data file."

Solicitations in writing may lack the magnetism of high-pressure selling but a logically arranged written solicitation is excellent backing for a publication's other promotional effort such as its publication advertising, direct mail, surveys, etc.

Mr. Hartigan says: "I have suggested on numerous occasions that publishers—particularly the magazine division—present their complete story in writing not less than once a year and not oftener than twice a year so that the media department could have the information at their finger-tips should it become necessary to defend a selection. Representatives know when lists are prepared and released, so they should do their contacting in advance and not attempt to break down a list after it has been approved by a client."

Many space salesmen still cling to the idea that personal salesmanship is the only kind that counts, not realizing that a well-written solicitation often gets to the media department and account executives during a leisure hour when the man who reads the solicitation is free from the annoyances of the high-pressure calls. Also, a written solicitation can be talked about and chewed over not only by the agency but by the executives of the company doing the advertising.

Mr. Swigert says: "We have always maintained that the most satisfactory solution to the congested waiting-room situation is that the publisher sell his publication irrespective of accounts. To this end we frequently arrange meetings when a managerial or sales official of the publication is given opportunity to make his presentation to our space buying group."

This sort of group solicitation is undoubtedly on the upswing. Of course, accounts must be contacted individually but there are certain facts concerning publications which can be sold in a group manner just as well as they can be sold individually.

A number of publications have developed remarkably fine group

solicitations which they present only to groups except in rare cases.

One of the most interesting solicitations prepared recently by a publication has been presented not only to groups within agencies, but also to groups of competing manufacturers who have been gathered together in a single meeting and given the story.

The problem of cooling high-priced heels is still far from solution. At the present time there seems to be no one best system which can be applied equally to all agencies. Agencies operate in different manners, different traditions, and look upon space buying in different ways. However, considerable pressure is being brought to bear both from within and without the agencies to get some workable plans which can be applied successfully.

The most hopeful signs are to be found in the following suggestions:

Use the media department as a clearing-house.

See as many salesmen as possible by appointment and keep the appointments.

Encourage salesmen to do telephone selling.

Increase, if possible, the number of solicitations submitted in writing.

Encourage group selling and discourage the good-will calls.

#### New Accounts to J. J. Gibbons

The Martin Senour Company, Ltd., manufacturer of paints and varnishes, and Pertussin, Ltd., both of Montreal, have appointed J. J. Gibbons, Ltd., of that city, to direct their advertising accounts. The Sherwin Williams Company of Canada, Montreal, has also appointed the Gibbons agency to direct its advertising, effective September 1.

#### Joins Standard Oil of Louisiana

J. Horace Pickett, formerly a member of the advertising staff of the Memphis, Tenn., *Commercial Appeal*, has joined the staff of the Standard Oil Company of Louisiana, at New Orleans, as manager of special promotion work.

#### Bayer-Semesan Moves

The Bayer-Semesan Company, Inc., has transferred its main office from New York to Wilmington, Del., where it will be located in the DuPont Building. J. Hunter Gooding, Jr., has become acting sales manager of the concern.

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# "My husband is an advertising man..."



"My husband is an advertising man. His salary is just half of what it used to be. Yes indeed, we economize. We are not even using our car and we economize on everything else we possibly can. We took subscriptions to....., ..... and ..... before the salary cut."

FOUR subscriptions and not a single newsstand magazine are reported by a housewife in the new Allentown Survey. Her husband is an advertising man—"His salary is just half of what it used to be."

This family is not buying—that accounts for the absence of newsstand magazines. The subscriptions, she explains, were bought "before the salary cut."

This situation is typical of thousands of homes—salaries cut—unemployed—afraid to spend—city aid. But regardless of their present status those who have subscribed to magazines in the past are still subscribers and are still being sold to advertisers as class A prospects.

Subscription circulation is not geared to meet the needs of 1932 advertisers. Advertisers are not interested in last year's buyers—it is today's buyers who make advertising pay.

Newsstand circulation is the only type of circulation which discriminates between past and present buyers. Past buyers are necessarily out of the newsstand market.

Newsstand circulation reassembles a buying market for you every month. The non-buying or unemployed families automatically eliminate themselves; they drop out of the buying market and the newsstand market simultaneously. Only newsstand circulation provides this safeguard for you; only newsstand circulation weeds out the unemployed; only newsstand circulation gives the reader the option of discontinuing the magazine at any time and for any reason.

True Story has the largest newsstand sale of any magazine at any price—and the recent newsstand study by the William C. Keenan Company shows conclusively that 98% of True Story families are gainfully employed.

NEWSSTAND SALE RECHECKS  
THE POCKET-BOOK EVERY MONTH

# Advertising Agency—1932

*Day-by-Day Highlights in a Service that cannot be Standardized*

## Sing Something Simple

QUALITY is a religion with the Hoffman Beverage Company. The result is a taste that makes possible the statement, "New Yorkers Drink More Hoffman Pale Dry than any Other Ginger Ale in the World."



No long argument in Hoffman advertising. Only pictures of interesting, human people enjoying that Hoffman taste and the steady hammering home of the simple statement "New Yorkers Drink More Hoffman . . ." While some other beverage manufacturers have a downward sales curve, Hoffman sales are up this year—just as 1931 was ahead of 1930.

## We have no branch in Hollywood, but . . .

FOR MORE than a year now, we have had a group of BBDO people with a flair for showmanship studying mo-

tion and sound pictures. We have aided in the production of a number of both. The most recent was a talkie completed just a few weeks ago for the Standard Oil Company of New York, Inc. Something special was needed to tell the organization and dealers the story of the new Mobil-oil (replacing Socony De-waxed Motor Oil in New York and New England). "A sound picture," said BBDO. "Okay," said Socony. "Partners" is the result—a talkie written to, at, and for the Socony dealer. Woven into a scenario with love interest, suspense, gags—is the story of the new Mobil-oil—not to mention a hundred hints on how to run a successful service station. It clicked.

*Five or six years ago, when radio*



*and advertising were getting acquainted, we established the first complete radio department of an advertising agency. We're glad we did, because we were ready when radio took its definite place as an advertising medium. This ex-*

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perience in radio and our experience in sound pictures is going to be helpful to us when business turns to television as another means of expression.

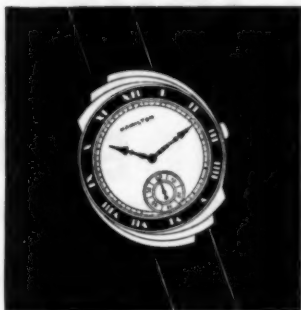
**Yes, that  
New Yorker copy is ours**

ONE OF the results of long practice in buying space in publications is a sharp sixth or seventh sense of what makes any paper bought and read. Every successful paper has a mood; sometimes the mood is itself so exciting that it rewards advertisers, that it is worth selling, worth advertising. The New Yorker has such a mood—mostly because it has unusual writers. But The New Yorker



put it up to our own usual writers to write advertisements to project that mood, neither aping its own manner nor ignoring it. A neat problem in micro-dissection Mr. Tilley posed, if you ask us. Maybe you have

seen the New Yorker advertisements as they appear in "Time."



**This watch design  
won a prize**

ONE WAY to get work out of people is to give them as much as they can do and then check them up to see that they do it. Another way is to have them so enthusiastic over what they are doing that they work spontaneously. Here is what we mean: No one told the Art Director to sit down and make designs for Hamilton Watches. Yet he spent hours of his own time working on designs. One is shown in the picture. Hamilton liked it so well they decided to use it as one of their finest models. It is called The Spur and won a prize at an Art Directors' show for excellence in product design.

**BATTEN, BARTON, DURSTINE & OSBORN**

INCORPORATED

**ADVERTISING**

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building  
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building

# LIGHT THAT WE CAN'T HIDE UNDER A BUSHEL



38% more wired homes among Journal families...35% more users of gas...more appliance owners...more appliance prospects

**The Journal Story:** More families—more BUYING families—lowest cost.

**The Authority:** R. L. Polk & Co. in their exhaustive Consumer Study of 90,440 homes in Greater Portland. They find that 99.32% of all Journal homes are wired for electricity—that not only were there more of all major appliances owned by Journal families, but that there existed a vastly greater potential market among Journal families for washers, vacuum cleaners, ranges, refrigerators, etc.

**The proved Conclusion:** Real spending ability—the kind of circulation you need and want, to sell your product—plus the largest circulation in the Pacific Northwest—plus the lowest mil-line rate.



**THE JOURNAL**  
Afternoon Sunday  
**PORTLAND, OREGON**

● Additional information from the Polk Study may be secured through our National Representatives—REYNOLDS-FITZGERALD, Inc. New York • Chicago • San Francisco • Los Angeles • H. R. Ferriss, Seattle

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# Goodyear Speaks Out Against Price Whittling

President Litchfield Pleads with Trade and Public Not to Place Too Much Emphasis on Price

FOR the good of business in general and in defense of the tire industry in particular, The Goodyear Tire & Rubber Company has undertaken a frontal attack on ruinous price-cutting. Its central thought is to drive home to business men the fact that public psychology now makes it imperative "to think something about price."

In space in financial newspapers, P. W. Litchfield, president, addresses a signed statement of opinion on the subject, together with an explanation of his company's policy. Color spreads in magazines carry copy which reviews the downward trend of prices during the last two years, a trend which first started in the use of price-cutting as a hypodermic to stimulate public buying. Carried to a vicious end, this strikes at the jobs and earnings of the great body of people engaged in production, which, with each announcement of a lower price, inspires fear of further cuts instead of confidence and eagerness to buy. When price-whittling threatens quality, Mr. Litchfield declares, it prods the public to a quick realization that a cheapened product at a cheapened price is no bargain.

It is significant that this attack comes from an advertiser in an industry which has long been battling with price-cutting. Tire manufacturers had to cope with it long before the depression made business in general use price-cutting as an incentive to bolster weak markets for their products.

The history of price-cutting in the tire industry was reviewed in an article which appeared in the April 7 issue of *PRINTERS' INK*. This article declared that the industry is open to severe criticism for its lack of foresight and its inability to make profits.

It prompted Arthur Kudner, president of Erwin, Wasey & Company, to write *PRINTERS' INK*, ex-

pressing disagreement with some of its findings, as affecting individual company practice. His letter, "A Defense of Tire Profits," appeared in the May 5 issue.

*PRINTERS' INK* is informed that this discussion was an important factor in bringing into existence the Goodyear campaign against slaughtering of prices.

Mr. Litchfield has been conscientiously bothered with the inferences that associate his company with ruinous price-cutting. He believes that critics lose sight of the fact that the prices of raw materials used in tires have been undergoing a consistent lowering since and during boom times. Prices for tires have reflected these drops.

## Tire Prices Have Reached the Bottom

These circumstances were detailed in a message to the public in newspaper space over the signature of Mr. Litchfield, who points out that with a drop in the price of crude rubber from \$1.20 a pound in 1925 to less than 3 cents a pound, tire prices have certainly approached bottom and that the public can now wisely and profitably anticipate future requirements and feel that it is making a good investment.

His statement in financial papers is aimed to bring the serious thought of business men to consideration of measures that will halt destructive price-cutting. The scope of his message is broad in appeal in its introductory discussion. It also deals specifically with the experience and policy of the Goodyear company, declaring that the "tire which occupies by far the largest bracket of Goodyear production is not its lowest price tire, not even its next lowest price tire, but its world-famed, time-tested, high quality standard Goodyear All Weather."

Mr. Litchfield then puts this

question: "Whether you buy or whether you sell, isn't that something worth thinking about, before forcing prices, earnings, confidence, lower in the hope of brief and selfish gain?"

This effort on the part of his company is timed to center demand on a quality product rather than one that makes a bid on low price alone, so that the public will weigh this quality factor in making its purchases during the period of heaviest buying of tires. The tire industry does its greatest business around the Fourth of July.

Mr. Litchfield feels that emphasis must be taken off price reduction and the industry lifted out of the price rut or it will operate on a tonnage basis. He expresses an opinion which is in agreement with a recommendation made by PRINTERS' INK, to the effect that individual manufacturers can help build up the industry constructively by advertising the special points of advantage claimed for particular brands instead of price.

With retailers over-indulging in price appeal, it is felt that price as an all-important factor is losing its stimulus to prospective buyers.

Reprints of Mr. Litchfield's signed advertisement have been sent to executives in the automobile field, oil companies and all related activities, to bankers, editors, and the Goodyear dealer organization. He has received a number of letters endorsing his stand.

One of the prime benefits attributed to the advertisement is expected to come from the influence of the message on the Goodyear organization which is made further conscious of the fact that it has something besides price to sell.

### Appointed by Buick-Olds-Pontiac

Courtney Johnson, who has been on the staff of R. H. Grant, vice-president in charge of sales, of the General Motors Corporation, has been named assistant general sales manager in charge of sales promotion of the Buick-Olds-Pontiac Sales Company

### Acquire Ohio Paper

The Hamilton, Ohio, *Daily News* has been sold at a receiver's sale to C. F. Beeler and F. K. Vaughn.

## Death of F. St. John Richards

**F**. ST. JOHN RICHARDS, for forty-five years Eastern advertising representative of the St. Louis *Globe-Democrat*, died last week at Cranford, N. J., following a brief illness of pneumonia. He was sixty-five years old.

Mr. Richards started his business activities as a bookkeeper for F. T. McFadden, who represented the *Globe-Democrat* and four other papers. His work in this position impressed the publisher so favorably that, upon the death of Mr. McFadden in 1887, Mr. Richards, who was then twenty years old, was made Eastern representative by Simeon Ray, father of E. Lansing Ray, present president and editor of that paper.

Mr. Richards, through his long service in advertising work, was widely known and an active figure in organized advertising.

He served as president of the Six-Point League of New York, an organization of publishers' representatives, in 1926 and was for several years its treasurer and a member of its board of directors. He represented this association on the committee of the Bureau of Advertising of the American Newspaper Publishers Association.

At the time of his death, he was treasurer of the Sphinx Club, an organization of advertising men.

Mr. Richards was one of the first special advertising representatives appointed by a newspaper outside of New York to devote all his time to representation of one newspaper.

### Campaign Advertises St. Louis Paper

Immediately following final negotiations which resulted in the consolidation of the St. Louis *Star and Times*, under the ownership of Elzey Roberts, an advertising campaign was started to inform the public of the change. Mediums being used include twenty-four-sheet posters, radio broadcasting, car cards and display posters.

# Third-Class Postage vs. First Class

There Is No General Rule as to Comparative Pulling Power—Testing Is Essential

S. M. PREVOR COMPANY  
BROOKLYN, N. Y.

Editor of PRINTERS' INK:

E. B. Weiss' article, "Get More Out of Your Direct-Mail Dollar" (June 23 issue), is excellent—and interesting.

His discussion on first-class postage vs. third-class postage when compared with some of my own experiences with this eternal question, only helps emphasize the futility of attempting to arrive at a general rule.

For instance, in direct-mail subscription promotion tests at the Macfadden Publications, we found third class best for our purpose as first class never produced a sufficient amount of business to pay for the additional expense.

Yet I have just completed several tests for a trade monthly which proves conclusively that first class produces a remarkably greater percentage of results than third class. Here are the figures:

Offer A—mailed first class—produced 2 and 7/10 per cent.

Offer A—mailed third class—produced 8/10 per cent.

Offer B—mailed first class—produced 9/10 per cent.

Offer B—mailed third class—produced 4/10 per cent.

From these figures it would be natural to assume that it is more profitable to use first class when mailing to a higher type of person—like business people. Yet the United Merchandising Syndicate of Brooklyn, N. Y., when selling a syndicated merchandising plan to furniture stores all over the country found no difference in results between first class and third class.

Even at James Vick's Sons, mail order seed concern in Rochester, N. Y., mailings to dealers produced just as satisfactory results at third class as at first class.

Here are some more figures that will undoubtedly confuse you.

On a list of students who had enrolled for the Sherwin Cody School of English course a small set of books was offered. The first class test produced one-third more results.

Yet when the exact same mailing was sent to the inquiry list—those who had inquired but who never enrolled—we found it more profitable to use third class as there was but little difference in results.

In testing our regular follow-up literature, we learned it was necessary to mail some follow-ups at the third-class rate and some at the first-class rate.

The answer comes down to this: it is simply impossible to arrive at a general rule. It is merely a matter of TESTING again and again.

Some mail-order men believe it best to put their best foot forward first. When testing a new proposition they use first class. If the test succeeds they cut corners later by making additional experiments. They feel if the test does not succeed at 2 cents it most certainly won't succeed at 1 cent.

Yet it takes so little more effort to run a third-class vs. first-class test and thus arrive at a definite conclusion that I believe this procedure is preferable.

S. M. PREVOR.

## New Business at New York

The Jaros-Robb Service has been formed with offices at 1440 Broadway, New York, to engage in sales promotion work for manufacturers selling through department stores. Principals in the new business are Ernest S. Jaros and Thomas Robb. Mr. Jaros was for nineteen years publicity director of F. & R. Lazarus & Company, Columbus, Ohio. Mr. Robb has been in charge of publicity of the Retail Research Association and the Associated Merchandising Corporation, New York.

## Appoints Green, Fulton, Cunningham

The D. D. D. Corporation, Batavia, Ill., has appointed the Green, Fulton, Cunningham Company, Chicago, to direct its advertising account.

## What Groucho Says

Gates Finds Out That Advertisers May Not Be Kidding When They Say They Can't Afford to Advertise

**W**HAT'S become of Gates? Didn't you know? Say that lad's cut quite a swath in a year. Got the big account and some others, cut away from us and went on his own. Looked like a winner for three months, then business slumped and a feller merged him. I told you 'bout that.

Then the big account went bust with Gatesy's merger the principal creditor and the feller that merged Gates sent Gates down to run the busted biz.

Well, Gates told me that his new job isn't so hot. Sez to tell Boss (my Boss), that he did Gates dirt cuz he didn't teach him about anything 'cept getting clients to spend money. No chance for that in Gates' present job so what can he do?

Sezze—

No, I mean, "said he." Boss gave me a call down for saying, "sezze." Sezze: "Groucho, you're a big boy now—be careful of your English." What are you grinning for? Oh, I get you.

Well, Gates said something like this: "I study this biz, look over its chances and all I can dope out is that it needs to advertise. Lordy, *how* it needs to advertise! I make up my mind to recommend advertising, then I tumble that I gotta make that recommendation to myself, that the biz hasn't any money for ads and that I'm down here to salvage some money to bury a dead horse. What's a feller gonna do about that? I always usta think a client was silly when he said he hadn't any money for advertising.

"I've fired a lotta the help and cut the others. Then the only guy who was bringing any business fired himself. Groucho, it's a peach of a business if it only could advertise. A peach of a business, and it looks as if it was gonna cost us a couple hundred thousand to get it for nothing. Say, Groucho, help me out. You gotta help me out.

"No, wait. Course you're right. I don't know anything about making money. I only know how to spend it. Never mind that, I'm licked. My partner sez, if I'll get half of what's due us to call it a day."

Oh, quit your kidding, Gates said that "sez," I was only quoting.

And what do you think he wanted? Wanted us to lend him half of Gent. Treas.'s time for a few months. Says that Gent. Treas. can save more money in a week than Gates can save in a year and if Gent. Treas. can salvage more'n half of the agency bill he can have the rest for himself.

I put that up to Gent. Treas. Told him just what Gates said. Gent. Treas. replied: "Gates is a smart man. Extravagant, yes, very extravagant, but I always liked Gates, always believed in him. Probably nothing in it, but I think I'll go down and look it over."

Got an idea Gent. Treas. may take it on. If he does the Gates crowd will get half their money, but whoever owns the wall paper and the plate glass desk tops will be outa luck.

If Gent. Treas. goes down with authority to salvage there won't be anything left of that biz but the gilt sign on the front door and the lightning rod on the factory chimney.

GROUCHO.

### New Haven "Times" Acquired by "Journal-Courier"

The New Haven, Conn., *Times* has been purchased from its receiver, J. Birney Tuttle, by John Day Jackson, owner of the New Haven *Journal-Courier*. Publication of the *Times* has been discontinued.

### Appoint John Budd

The John Budd Company, publishers' representative, has been appointed to represent the Dubuque, Iowa, *Telegraph-Herald* and *Times-Journal*.



**San Francisco Examiner**  
**Los Angeles Examiner**  
**Seattle Post Intelligencer**

ANNOUNCE THE  
 APPOINTMENT OF THE

**RODNEY E. BOONE**  
**ORGANIZATION**

AS

**NATIONAL REPRESENTATIVES**



**NEW YORK**

**959 EIGHTH AVENUE**

Boston	.	Chicago	.	Detroit	.	Philadelphia
Rochester	.	Cleveland	.	Atlanta	.	San Francisco
		Los Angeles	.	Seattle		

# Dealer House Magazines Should Be Idea Books

HEALTH PRODUCTS CORPORATION  
CHICAGO, ILL.

Editor of PRINTERS' INK:

I am wondering if I may peruse your file on house organs. I am desirous of assembling all the available data on this subject with the idea of working out something for our dealers.

H. S. LINTELL.

**T**HERE are two essentials of a successful house magazine for dealers:

First, it should be packed full of selling ideas; second, these selling ideas should not be all selfishly devoted to a particular product.

A brief survey of some successful dealer magazines indicates articles on the following subjects:

Window displays for products sold by companies other than the one publishing the magazine or for various other products in combination with the advertiser's; correct turnover principles; best methods of taking inventories; income tax information; histories of successful companies other than the advertiser; store lighting; the preparation of effective mailing lists; store arrangements; show card writing, and store ventilation.

In addition, some of these magazines contain articles of an inspirational nature or reprints from nationally known periodicals of ar-

ticles which will be of particular interest to dealers. On the whole these magazines give the retailer much helpful information not connected with the sale of the company's product.

When it comes to dealing directly with the company's products, there is plenty of opportunity for effective sales work in the magazine. Most dealer magazines contain reproductions of the current advertising of the company and frequently there is a description of the advertising, what it is intended to do, in what media it will appear, what circulation it will have, etc.

Good dealer magazines also emphasize strongly the value of window and store displays and usually give model displays or helpful hints so that the dealer may prepare more effective displays for himself. Articles on the manufacture of the product, so long as they are not too technical, may win the retailer's interest in an off moment.

Occasionally, such a magazine may contain articles about officers of the company. These have a value because they show that the individuals at the head of large organizations are, after all, keen, friendly personalities.—[Ed. PRINTERS' INK.]

## Advanced by United Air Lines

Robert Johnson, head of the advertising and news department of the Seattle office of the United Air Lines, Inc., and the Boeing Airplane Company, has been made assistant director of news and advertising for the national organization, effective July 15. He will make his headquarters at Chicago. R. M. Rummel will succeed Mr. Johnson at Seattle.

## "The Rotarian" Appoints W. F. Dunlap

Walter F. Dunlap, president of Klau-Van Pietersom-Dunlap Associates, has been named chairman of the Rotary International magazine, *The Rotarian*. Mr. Dunlap is a past president of the Milwaukee Rotary Club and has been a member of the international body for several years.

## Newspaper Advertising in Color Sells Hosiery

The Ernst Kern Company, Detroit, recently ran a color page newspaper announcement, informing the public of a sale of 36,000 pairs of Phoenix hosiery. A mail-order coupon which appeared in the advertisement brought especially good returns from women who were able to select the hosiery shades they desired direct from the advertisement.

## Peach Growers Plan Larger Campaign

The Yakima Valley Peach Bureau has been incorporated at Yakima, Wash., and a new national campaign of larger scope is planned. New markets in the Middle West as well as on the Pacific Coast will be sought through this campaign, which will be directed by The Izzard Company, Seattle.

## Test 48 States With One Newspaper

The bulk of the million new residents which the Los Angeles market has gained in the past ten years were born and raised in other localities of the United States. They furnish a virtual cross-section of every state, city and section of the country.

In addition, the Los Angeles market offers other unique advantages for testing out a campaign.

It is definite in area—compact, surrounded with mountains, distinct from any other trade area.

It is large enough to give a conclusive reaction. Los Angeles' metropolitan area ranks fourth in the country, with a population of 2,318,526.

It can be thoroughly and economically covered. The Los Angeles Times is market-wide in scope, and both inside and outside of the city of Los Angeles has the largest home-delivered circulation in the field.

## Los Angeles Times

Representatives: Williams, Lawrence & Cresmer Company, 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Cal.; 1405 Northern Life Tower, Seattle, Wash.

# THE GARDEN HOME



*a Better Market for Better Land*

LET US SEE WHY the gardened home is a better market for food and household equipment:

In the *gardened home* food is not a quick, snatch-and-run "delicatessen" affair. It is a serious *family problem* calling for a serious, sizable outlay. Cooking is not a hateful chore but a natural habit. Pantries are pantries and not two-by-fours.

In the *gardened home* appetites are not coaxed but catered to. For, as any doctor will tell you, appetite and ozone go hand in hand. And, because appetites are sharper, food bills bulk larger.

In the *gardened home* children are still in fashion. That means more mouths to feed and more meals at home. Even lunch is a real meal . . . not a snack.

In the *gardened home* more care is used in selecting the brands of food to be served. For, where there are children, food is not just food but a vital matter of growth and health. Here is your *real* Child Market!

In the *gardened home* men have much to do with menu-making. The man who owns a gardened home takes more interest in his home . . . spends more time at home . . . is more kitchen-minded . . . takes keen relish in helping mother decide on the "eats."

Now consider this: in all America there is just ONE magazine that editorially attracts and automatically selects the gardened home: Better Homes & Gardens.

Here is a great mass-class market where EAT means something . . . where your message reaches not merely 1,400,000 circulation but 1,400,000 gardened home families in city, town and suburb . . . with *more mouths* to feed, *more meals* at home, *more money* to spend!

## BETTER HOMES & GARDENS

© MEREDITH PUBLISHING CO.  
DES MOINES, IOWA

*and Household Equipment*

## Advertising will still work its magic

if intelligently used on behalf of honest products and placed before a clientele which has sufficient purchasing capacity to satisfy its desires.

We believe that anyone who takes the time to investigate

### York County Pennsylvania

will agree with us that there is still a golden harvest awaiting the advertiser who uses high type copy in the newspaper standby of the solid and substantial people of this unusual community, viz:

### The York, Pa. Gazette and Daily

WE URGE YOU TO INVESTIGATE

National Representatives

**HOWLAND & HOWLAND, INC.**

NEW YORK

393 SEVENTH AVE.

CHICAGO

360 N. MICHIGAN AVE.

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# Size, Shape and List Prices in Drug Packages

St. Louis Survey Analyzes 1,000 Containers and Uncovers Definite Trends  
of Interest to Other Industries

By Wroe Alderson and B. B. Aiken

[EDITORIAL NOTE:—In connection with their work for the National Drug Store Survey, Mr. Alderson, director of the Survey, and Mr. Aiken, made a detailed study of 1,000 packages of products sold through drug stores. This is the most thorough study ever made of such a large number of packages and resulted in a great deal of definitive data concerning several important phases of container use and design.

One of the most interesting phases of the study was that of package quantities which has, of course, a vital effect upon the size of the container. Most of the material that has been written about size has approached the subject without due consideration of the sizes of containers that are actually on the market. Therefore, this article will be of particular interest not only to manufacturers in the drug field, but also to manufacturers in other fields as indicating some of the important factors controlling size.]

**H**OW does the manufacturer determine the quantity of a product which is to be placed in the package?

An apparently simple answer would be, "As much as the consumer needs to buy at any one time." Such an answer, however, is very far from a solution since on many products it is very difficult to say what would be the most convenient quantity for the consumer to have on hand.

The users of a given product will vary greatly in the rate at which they use it and also in the frequency of each purchase which they will find convenient.

With a product such as a tool or instrument there is a definite basis for determining size. The size and shape of a tooth-brush container,

for example, are determined within fairly narrow limits by the product itself. There are a number of products of this nature which, in themselves, place definite restrictions upon the designer.

Cakes of toilet soap vary within relatively narrow limits, probably because of the fact that the cake must be kept of convenient size to be held and used in the palm of the hand. The hand, itself, is the controlling factor in the size and shape of a great majority of packages not only in the drug but also in other fields. The most successful package, as a rule, is the one most easily used and thus it must ordinarily be adaptable to the hand.

## *Sometimes Custom Governs*

A number of packages are of a size to contain a half dozen or dozen units of the product. This may have no relation to a period of use, but is governed entirely by custom. An exception to this rule is the safety razor blade container which, as a rule, holds five or ten. Perhaps the original controlling factor in choosing five rather than six, and ten rather than a dozen was that five could be sold at a convenient price, such as 25 or 50 cents, whereas the addition of an extra blade cut the profit to a point where it was not practicable.

Among the forty-six groups of drug store products surveyed in the present study, nineteen showed a single size of contents clearly predominating. In almost all of these cases the prevalent unit was found in the following list: Thirty-two ounces, sixteen ounces, eight ounces, four ounces, two ounces and one ounce.

It is apparent that these quantities are all obtained from the pound either by doubling it or by successive divisions by two.

Even though there may be a definite mode in sizes of a certain group, there is always a considerable scatter. An interesting point about this scatter is its direction.

In groups where the model size is one, two or four ounces, the scatter is upward, that is, most of the off-sizes will be greater than four ounces. Conversely, in groups where the model size is sixteen or thirty-two ounces, the scatter is downward. In groups where the model size is eight ounces, off-sizes are evenly distributed on each side of the model.

The determination of size in package usually means the selection of a range of sizes, rather than of a single size. This is one way of meeting individual variation in consumer requirements.

#### **The Common Size Ranges**

The most frequent selection of a range of sizes is four ounces, eight ounces and sixteen ounces. The same series may be shifted up or down the scale according to the character of the product with a size selection of two, four and eight ounces, or eight, sixteen and thirty-two ounces. Another very common grouping is three, six and twelve ounces.

In each of these size ranges each size is just half of the next larger size. This ratio is successfully used in many fields of package commodities so that the jump from one package to another twice its size seems to be psychologically acceptable to the consumer.

This ratio would seem to be a convenient basis for establishing the remaining sizes once the basic quantity has been settled upon. Such considerations, do not, of course, hold for special packages such as those designed for first-aid kits, traveling bags, or vacation use.

The price line has come to be an important phase of merchandising, particularly in the department store. To an increasing extent in the drug field, also, articles are made to sell at a certain anticipated retail price rather than having the contents determined first and the price set on the basis of contents.

Just as the size of contents has been based on convenient fractions of a pound, list prices have ordinarily been based on convenient fractions of \$1. The most frequent combination for a product made in three sizes has been that of 25 and 50 cents and \$1. When the range is scaled downward, the usual practice has been to drop the \$1 price and add on a 10-cent or 15-cent price. When it is scaled upward, it is usual to add a \$1.25 or \$1.50 size.

There also has apparently been a definite need for a price line between 50 cents and \$1 so the 75-cent price is quite frequent. A similar gradation between 25 cents and 50 cents has resulted in a number of articles being manufactured and marketed over a long period at 35 or 40 cents.

An important feature of price-cutting which must be considered by the manufacturer in establishing list prices for a product, is the fact that the intensity of price-cutting varies on different price lines. Analysis of special sales made at cut prices in the stores surveyed at St. Louis, indicate that the 50-cent price is cut more deeply than the 25-cent, 75-cent or \$1 price. Nineteen cents is a low price for a 25-cent size, while the 50-cent price frequently appears at 29 cents. This is no doubt due to the fact that the 50-cent seller is the most popular size on a great many products.

#### **When Price Identifies**

It is, of course, the prices at which products are actually sold which identify them in the mind of the consumer when these prices have become established at new levels through successive cut price sales. The manufacturer might well consider, therefore, whether he might not advantageously make his product in a size which would permit a 35- or 40-cent list price so that the usual cut prices on medium sizes might be met with a more uniform profit to the distributor.

There is, of course, sound reason for a somewhat greater per-



centage cut on the 50-cent size than on the 25-cent size since many of the costs of handling are the same for both sizes. The disproportion is greater, however, than would appear to be justified on the basis of cost considerations alone. It is a fact also that the percentage cut on the 75-cent and \$1 size is less than on the 50-cent size, although cost considerations would permit an even deeper percentage cut on these latter sizes. This analysis of list prices is based only on list prices printed on the packages, prices being shown on about 440 of 1,000 packages.

The first significant point developed by examination of the external dimensions of packages is that there is a much greater tendency toward uniformity in this respect than in either list prices or size of contents. This uniformity is, no doubt, due to some extent to the desire to have new packages in a commodity field resemble in general appearance packages which have already succeeded in the same field.

Out of the forty-six commodity groups studied, definite typical dimensions are found in thirty-two groups and two model points appear in six additional groups. Even in the eight remaining classes in which no clear mode appears divergence is not so great as it frequently is on either size of contents or list price.

#### **Hazarding Some Suggestions**

Some suggestions with regard to the process of size determination may be hazarded on the basis of the data uncovered at St. Louis. This does not purport to be an ideal process and yet it is in line with the best existing practice as reflected by packages now in the field.

First, decide what impression or suggestions it is desired to convey to the consumer on the basis of the external dimensions of the package. On some packages it may be desired to convey the thought of generous quantity, while on others it may be expedient to suggest daintiness and high quality in the

product by keeping the package small. Some such considerations are, no doubt, involved in the small size which ordinarily prevails in packages of finger nail preparations, cold creams, depilatories and deodorants.

#### **Following the Leader**

Second, consider whether to make the package of the same size or of a different size as the leader in the field. If the similarity of appearance goes no further than external dimensions of the package it could scarcely be claimed that there was an effort to counterfeit the package of the leading product and this is perhaps a legitimate device for suggesting that the product is of a grade similar to the leader. There is the further point, of course, that the consumer has registered approval for this size of package by buying the leading product.

Third, if it is desired to diverge from the typical package dimensions it appears that the divergence can more safely be upward on small packages and downward on large packages. This fact is clearly reflected by the data and probably means that it is expedient to avoid extremes for fear of making the divergence too conspicuous.

With the outside dimensions of the package established, it would appear convenient to determine next the size of contents which the package is to hold.

The first consideration is to avoid the appearance of trying to create a false impression. The essential container should fit rather snugly inside the outer package. An outer package which is obviously oversize is likely to create suspicion.

Any available evidence as to the size which is most convenient for consumer use should be introduced at this point. On most products it will be found that no size is ideal from the standpoint of use because of variation in requirements. This variation will typically be met by making the package in several sizes. There is a distinct advan-

tage in having the package contain an even number of ounces if such an amount of the product can be made to fit into package size chosen. This is particularly true of such quantities as two, four, eight or sixteen ounces which are convenient fractions of the pound to which the consumer is accustomed.

Consideration of list price seems logically to be the last point to be considered rather than the first, as is usually the case. The package dimensions and size of contents are intimately related and together have more weight than list price.

In considering list prices they should be worked out in terms of what the product is likely to sell for in the majority of instances. A list price which is not too far in excess of this figure will tend to equalize the amount that different distributors make on the product and thus increases satisfaction in the trade.

The usual procedure seems to have been to set a list price high enough to cover the highest likely resale price. Package dimensions or content sizes indicated by previous considerations can, of course, be modified if it is particularly important to meet an established list price. Definite model prices, however, are found on only a limited number of commodity groups.

Where it is desired to diverge from a list price which is typical for a commodity field, it is safer to diverge downward on commodities where a single model price has been established and to diverge upward where there are two or more model points in the existing range of prices.

There are some important psychological principles affecting the impression of size which the beholder obtains from looking at an object, but these principles are not stressed in this report because they do not appear to have influenced actual practice to any great degree.

Two objects of exactly the same cubage will vary greatly in bulk appearance. Height is the dimension which contributes most to an appearance of size, and depth the

dimension which contributes least when the product appears in line on the shelf. Drug store packages usually follow this principle in the proportions between dimensions. Height is on the average about three times as great as width, while depth in the great majority of cases is kept down to one or two inches.

The conditions for securing bulk appearance will be radically changed if the product is commonly placed on display fixtures in the drug store. The importance of depth is then increased whatever the method of display. If the package is laid flat on the display table the depth is particularly important since it is really the height of the package in its new position. Round packages are, of course, somewhat less adaptable in open display, and would tend to stand in the usual position.

#### New Business at Des Moines

Ideas, Inc., is the name of a new advertising business formed at Des Moines, Iowa. Harry C. Eldred, formerly for three years advertising counselor with the *Milwaukee Journal*, is president of the new company.

Ben B. Everett, formerly with the Rollins Hosiery Mills, Des Moines, is vice-president and treasurer. Shirley Thornton, formerly with the Sheaffer Pen Company, is vice-president and account executive.

Mary L. Work, head of the Work Letter Service, with which the new business has affiliated, is secretary of Ideas, Inc.

#### Heads Continental Supply Company

William J. Morris, vice-president of the Youngstown Sheet & Tube Company, Youngstown, Ohio, has been appointed president of the Continental Supply Company, St. Louis, oil field supplies, a subsidiary of the Sheet & Tube company.

#### Business Paper Publishers Appoint A. L. Marsh

A. L. Marsh, formerly with the Gage Publishing Company, has been appointed New England manager of the Trade Association Publishing Company, New York.

#### Appoint Thomas F. Clark

The Florence, Ala., *Times* and the Sheffield, Ala., *Tri-Cities Daily*, have appointed Thomas F. Clark, publishers' representative, as their national advertising representative.

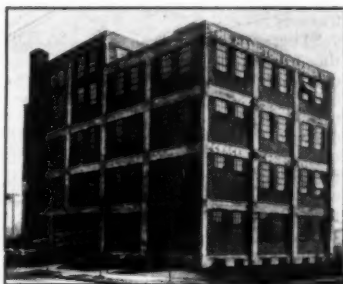
## DIVERSIFIED INDUSTRIES OF LOUISVILLE



*This bright yellow box, so well known to the housewives of Louisville, contains an exceptional product which is distributed throughout the Middle West.*

## What Louisville makes makes Louisville!

**H**AMPTON makes many varieties of crackers and cookies of excellent quality. This is another representative industrial plant which makes an important contribution to the economic stability of this market. Louisville's central location and exceptional shipping facilities have made it one of the important industrial centers of the Middle West and the home of many diversified industries.



Greater Louisville and its rich, diversified market, KENTUCKIANA, can be effectively reached at one low cost only through one medium—

## THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc.

—2—

Audit Bureau of Circulations

REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

## Shows Dealers Fallacy of Too Great Immediate Profit

THE Barber-Colman Company, manufacturer of Barcol Overdoors (garage doors), in its advertising to contractor-builders is selling a thought first and through the thought the product.

"A survey of the trade," says A. B. Brand, advertising manager, "determined the fact that the contractor-builder was an important factor in the sale of many garage doors and merited cultivation as an ally.

"Furthermore, it was evident that his tendency was to recommend the item which would give him the greatest financial return, a tendency which is not by any means limited to contractors.

"Therefore, we established the purpose of selling the contractor on the greater benefit of lasting satisfaction in a product of better quality. While there is nothing startlingly new in the idea, we believe it is effective because the attempt to sell a thought first and the product second is not so often met with in trade advertising."

Each advertisement carries a square block reverse plate with these words: "Most customers would like to have this type of door—and will gladly pay for its extra quality and service." The purpose of the advertisements is clearly summarized thus:

"We believe you will find in this product the ideal garage door—the door that will give your customers the utmost possible service and satisfaction and that will provide you with your own greatest ultimate profit."

In these days when immediate profit so often obscures lasting benefits the theme of the Barcol campaign offers suggestions to other manufacturers. It was the

The

# BARCOL OVERdoor



This is an important method of advertising your business. It is a direct appeal to the contractor-builder, the man who builds the garage door. It is a direct appeal to the man who is responsible for the selection of the garage door. It is a direct appeal to the man who is responsible for the selection of the garage door. It is a direct appeal to the man who is responsible for the selection of the garage door.

**SATISFIED Customers..SATISFIED Contractors**

**Most customers would like to have this type of door—and will gladly pay for its extra quality and service.**

Collaborate the satisfaction of your customers if you value your own. Show them the Barcol OVERdoor—a better door that will give them more for their money. Install the Barcol OVERdoor to eliminate garage door difficulties. The wise contractor makes every installation a guarantee of future business, because he knows a customer that will "come back". Use the coupon below to ask for further information.

**BARBER-COLMAN COMPANY, Rockford, Ill., U.S.A.**

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

### One of the Barber-Colman Advertisements Addressed to Contractor-Builders

president of a large food company who preached the same message when he showed a group of chain executives that although their immediate profit on nationally advertised merchandise was smaller than on private brands, their ultimate profit was greater because of consumer preference, greater turnover and the lasting satisfaction gained in the consumption of merchandise manufactured to high quality standards.

#### Appoints Collins-Kirk

The advertising account of the Public Health Institute, Chicago clinic, is again being handled by Collins-Kirk, Inc., advertising agency, after being placed direct for several years.

#### Kenneth Carney with N. B. C.

Kenneth Carney has joined the program and continuity department of the National Broadcasting Company at San Francisco. He has been operating his own advertising service.

# 10 YEARS OF LEADERSHIP

It means something when a newspaper continues year after year to lead all competition in daily advertising lineage.

It means something when one newspaper in the largest city in the West continues to lead for 10 years—without a single month of interruption—all other daily papers in that city.

It means that this newspaper—The Los Angeles Evening Herald and Express—has been thoroughly tested by all kinds of advertisers, and has been consistently found to be the best advertising medium in the field.

It means that these advertisers—both local and national—both large and small—have found the readers of The Evening Herald and Express to be responsive, able-to-buy, and interested in advertised products.

It means that the tremendous circulation of The Evening Herald and Express, larger by many thousands than any other Daily newspaper in the West—concentrated 96% in the richest, per capita, metropolitan market in the world—offers the advertiser a powerful sales weapon which can be depended upon to produce business at a profit, year in and year out, good times and bad.

During the first five months of 1932, The Evening Herald and Express carried 3,865,552 lines of Display Advertising, leading the second Los Angeles daily (a morning paper) by 1,097,448 lines, and leading the second afternoon paper by 2,429,953 lines.

*Shrewd Merchandisers have found that their advertising schedules in this proven newspaper COVER LOS ANGELES in the evening, Without Duplication, and at ONE low cost.*

LOS ANGELES EVENING  
**HERALD AND Express**

NATIONAL REPRESENTATIVES:

**PAUL BLOCK AND ASSOCIATES**

NEW YORK

CHICAGO

DETROIT

BOSTON

LOS ANGELES


PHILADELPHIA

SAN FRANCISCO

**FRESH! not perished or canned!**

When you make Camels you are...  
 1. You are making a product that is fresh and not perished or canned.  
 2. You are making a product that is fresh and not perished or canned.  
 3. You are making a product that is fresh and not perished or canned.

**CAMELS**

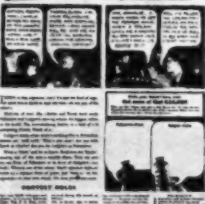


Advertiser: Camel  
 Agency: Erwin-Wasey  
 Space: Four Color Back Cover  
 Reader Interest: 95% better than  
 AVERAGE PAGE

**Help us end this**

**'\$25,000 argument'**

Write a "Check"...



Advertiser: Colgate & Palmolive  
 Shaving Cream  
 Agency: Lord & Thomas  
 Space: Black and White Page  
 Reader Interest: 81% better than  
 AVERAGE PAGE

# These 5 Ads Stopped 70% More Persons Than the average for all 51 page Ads in the 3 Big Weeklies for June 25

—In the 150 interview field check made this week in Allentown and every week in a different city by Percival White, Inc.

## Average Page Ad in Liberty Stopped:

33% More Persons Than in 2nd Weekly  
 90% More Persons Than in 3rd Weekly

**C**OPY, position, color, product—all obviously played their part in getting these 5 ads before the attention of 70% more of the reader sample interviewed this week than the average of all 51 page ads in the 3 big weeklies.

But the one "reader interest" factor that seems unmistakable this week—as in all previous weeks—is the magazine carrying the message. For all advertising pages in Liberty averaged 33% higher in attention value than all advertising pages in the second weekly and 90% higher than in the third weekly.

In each of the six weeks studied last sum-

mer by Dr. Gallup and each of the six weeks studied so far by Percival White, Inc., this trend has been consistent. The average of the six Gallup surveys, for example, correlates with the average of the first six White surveys, as follows:

## Average Advertising Page in Liberty Had

	Pct. Greater Attention Than In 2nd Weekly	Pct. Greater Attention Than In 3rd Weekly
Average of 6 Gallup Studies...	22%	50%
Average of 8 White Studies...	24%	62%

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course, attention value, so far as copy analysis is concerned, is not the whole story. Selling copy may pay its way with a minimum share of the total circulation. But the more we can learn about attention value, the bigger the share of circulation we may expose to our sales persuasion. Evaluating magazines, moreover, attention value assumes greater importance. We noted that adequate income groups are reached—and the White interviewers, called at random, have found the three families as follows:

Pct. of Magazines Found in  
8 Weeks to Date

	A	B	C	D
Income Class	Homes			
Liberty.....	2%	44%	52%	2%
Weekly..	1%	43%	55%	1%
Weekly..	4%	45%	50%	1%

It is granted that all big circulation magazines MUST bulk the majority of their families in the \$2,000 to \$5,000 families, the big responsibility of the magazine must be to get your advertisement seen.

The medium can, in itself, sell. That's the job. The medium is only a means of multiplying the advertisement story. And now, more and more advertisers are discovering that such multiplication may not be assured by A.B.C. statements alone. When a magazine, week after week, shows that a greater number of its editorial features are read—when 99% of its readers ask for a copy by copy, paying full cash price \$2 separate times a year—when an advertising make-up eliminating runover burials puts every advertisement next to leading matter when we can understand why, regardless of copies printed, advertisements in Liberty enjoy a 22% to 62% margin of ads seen.

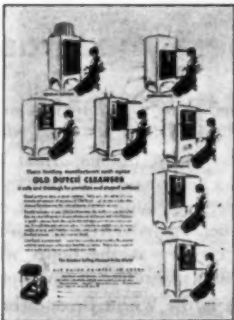
If you advertise in Liberty, Collier's or Saturday Evening Post, a "Reader Interest Rating Card" made out for you tabulates the ratings of the magazines each week and of your own advertisements. If the information developed under the conditions outlined in this space would seem worth your while, you are invited to join the several hundred important executives who are already receiving their cards regularly without obligation. Address Liberty Research Dept., 420 Lexington Ave., New York City.

Watch in next week's issue for "Best Read Ads" of week of July 2nd.

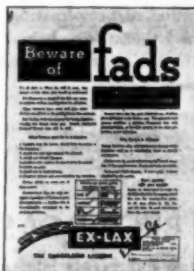
**Liberty.. America's BEST READ Weekly**



Advertiser: Lucky Strike  
Agency: Lord & Thomas  
Space: Four Color Back Cover  
Reader Interest: 73% better than  
AVERAGE PAGE



Advertiser: Old Dutch Cleanser  
Agency: Roche, Williams & Cunningham  
Space: Four Color Back Cover  
Reader Interest: 51% better than  
AVERAGE PAGE



Advertiser: Ex-Lax  
Agency: Joseph Katz  
Space: Two Color Third Cover  
Reader Interest: 51% better than  
AVERAGE PAGE

✓  
BEST  
READ  
ADS  
OF  
THE  
WEEK

JUNE  
25





# FREE TO RANGE

where the grass is greenest

*To executives who have to make every dollar spent in advertising deliver 100 cents value:*

Today, radio, the important new sales producing force, enters a new phase. This modern method makes it possible to select your radio media just as you select your media in other fields of advertising. Moreover you can broadcast in each territory at the hours when you have the biggest audience—regardless of variations in local time.

This is the World Broadcasting System's answer to that pressing question: "How can I reduce distribution costs?" We offer you a choice of over 250 leading radio stations from coast to coast. Half of these are equipped to broadcast by the new Western Electric Noiseless Recording.\* This latest method of broadcasting is a development of the Bell Telephone Laboratories, bringing hitherto unrealized quality and distinction to a radio performance. *Write for further information.*



\* Used by national advertisers such as Coca Cola, General Mills, Drug Inc., etc.

## WORLD BROADCASTING SYSTEM, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto

Washington Bldg., Washington, D. C.

1040 North Las Palmas Ave., Hollywood, Cal.

6242 General Motors Bldg., Detroit

Production Studios: New York, Washington, Hollywood

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE



# Advertising Reduces Selling Costs

This Year's Campaign for Hump Hairpins Will Be the Largest in the Company's History

By Irving Richard Green

Sales and Advertising Manager, The Hump Hairpin Manufacturing Company

SEVERAL years ago there were twenty-seven salesmen in our organization. As salesmen they rated well. They were necessary to get the volume of business we needed. To-day those salesmen have been transferred to other work. We now have four service men who handle all situations where personal contact is required to keep our products moving from jobber to retailer to consumer.

Advertising is responsible for that change. It produces the growing volume we need just as satisfactorily as our salesmen did. And it sells at a lower cost.

That, in a word, is why we are committed this year to the largest advertising program we have ever underwritten. Our management believes that progressive selling and display methods can double and treble our sales, and since we haven't a force of salesmen we must increase our advertising.

If our experience had shown advertising to be a gamble, we wouldn't talk seriously about hitting new sales peaks at a time like the present. If it were a gamble, last year would not have been the biggest in our history.

So far as our company is concerned we don't feel that any unusual risk is involved in increasing our advertising now. We know what advertising has done under favorable and under unfavorable conditions. We have seen it fall down when it wasn't merchandised. We have seen it sell and produce profits when it was right.

We began advertising more than twenty years ago. Our early efforts were not successful. Since that time the market for hairpins has taken more flip flops and power dives than any army squadron of pursuit planes. No wonder we have had to step on it to keep

up with the beauty experts and others who influence hair dressing styles. Our production men have



## A reputation to keep—

THIS woman and millions like her enjoy the reputation of being the wearers of the shortest coiffures in hairdress fashion! They're users of HOLD-BOBS. They're your customers!

HOLD-BOBS, like all The Hump Hairpin Manufacturing Co.'s products, are smartest and most popular everywhere! The smooth, round ends do not scratch the scalp, the small, round heads are invisible. Flexible legs—one side crimped, keep the hair in place all day and all evening.

Increase your profits by just placing the attractive display container among your other nationally advertised wares!

Ask your jobber today about No. 30-F HOLD-BOBS, or mail the coupon for sample card and a free "Modern Hair Culture" booklet.

Black or bronze pins are mounted on sparkling Gold and Silver Metal Ped cards. Retail for 10 cents.



Made only for  
The Hump Hairpin Manufacturing Co.  
1919-20 Public Ave., Dept. 123  
Chicago, Illinois

The Hump Hairpin Manufacturing Co.  
of Canada, Ltd.  
St. John's, N. B., Canada

Please send sample card of No. 30-F HOLD-BOBS and a free booklet on "Modern Hair Culture".

Name.....  
Address.....City and State.....  
Jobber's Name.....

## There's Always a Coupon in This Firm's Advertising

had to design new types of hairpins to meet new demands. They have had to anticipate demands. Always the effort has centered on producing hairpins that would be easy to sell.

The first thing, going back a

few years, that we set out to do was to work more closely with our primary markets, the dry goods and small wares jobbers. Later on we opened up with publication advertising and direct mail to the retailer. Finally we got to the point where we could see a possibility of profits in getting into consumer advertising. All the while we were improving our line of products and developing display methods and packaging.

Fortunately we never worked in the dark. There is and always has been a coupon in every Hump hairpin advertisement. By means of these coupons we were able to check the cost of inquiries and sales. When we found our advertising was producing both sales and inquiries at a cost of 8 cents each we were convinced that it had reached the point where it could shoulder the whole selling job.

There is a wide and constant demand for hairpins. The unit price is low. The product is not so difficult to describe that advertising cannot do it as well as the most eloquent salesman.

### **Three Appeals for Women**

As our advertising experience grew we discovered there were three appeals to which women responded: The mechanical construction of the product, appearance or beauty, and the views of women in the public eye as expressed in testimonials. Beauty is the best of these. Copy written around the smarter, more modish appearance that the use of our hairpins makes possible has invariably been our best selling argument. For that reason beauty is the theme this year.

There are some 200,000 jobbing and retailing outlets for our product that are worth selling. To persuade them that they can profit by merchandising our lines we must do two things. We must convince them that we as manufacturers will do our part. Then we must show them how to display our products.

Our part is to provide merchandise that is right, to package it at-

tractively and to advertise it in a manner that will lead the customer to buy.

Our advertising to the consumer this year is appearing in eight national magazines. Each advertisement offers a sample of the product advertised, an authoritative hairdress chart and a booklet on modern hair culture.

So to the curious jobber and retailer we say: "Hump advertising is taking hairpins out of the staple class and is making a specialty of them. It is making women 'choosey' about hairpins. Display the Hump line—it will sell faster."

Of course it isn't enough to advertise to the consumer and think that the job is done. Not if you are operating without salesmen. If we neglect to tell the jobber and retailer what we are doing and neglect to offer them the means to tie-in with our efforts, we deliberately turn our backs on profits. So we are using ten business papers to reach them. The direct-mail campaign to jobbers and dealers is bigger and costlier even than our consumer advertising.

Our program calls for a direct-mail piece to the jobber and one to the retailer every month. In addition, we are furnishing pieces that the jobber can send to his own retail accounts, advertising material that the dealer can distribute to consumers, window displays and counter displays. The object is to reach every group that buys hairpins regularly via at least two different routes. The aim is, naturally, sales, but the immediate object is proper display of our merchandise in the retail store. Without this there can be no profitable hairpin volume for our company.

### **Advertising Group Aids Salvation Army**

The advertising committee in the trade and industry division of the Salvation Army United Appeal has raised \$2,806 in the last eight weeks as its sum of contributions from the New York territory. Gilbert Kinney, of the J. Walter Thompson Company, is chairman of this committee, which is continuing its efforts.

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# It Is Never Too Late to Change Company Name

If Old Name Has Become Obsolete or Unwieldy It Is Usually Wise to Adopt a New One

MAHOOL ADVERTISING AGENCY  
BALTIMORE, MD.

Editor of PRINTERS' INK:

Will you be kind enough to let us have a list of articles which have appeared in your publications on the following subjects:

Changing a firm's name.  
How it should be done in the firm's advertising.

And dangers to be guarded against.

LELAND G. FRIERSON.

THE procedure in changing a company's name depends to a considerable extent upon the age, good-will and prestige of the old name. If years of advertising have grooved the old name in people's memories, greater advertising effort and a more dramatic presentation will be required for the new name. If the old name is not particularly distinctive or rich in associations, the change may be made with less emphasis.

The problem is also simplified if the company is known to the public almost entirely through its trade-marked brands, for then all that is required is to impress the new name upon the wholesale and retail trade.

Writing in PRINTERS' INK, February 3, 1927, Thomas F. Logan, then president of Lord & Thomas and Logan, Inc., said: "The relation between good names and good advertising has always been a very close one. While it is true that many unwieldy and unusual names have been made extremely valuable by good advertising, it is a question whether progress wouldn't have been faster had the name been better in the first place."

If a name is unwieldy, difficult to pronounce and remember, harsh sounding or unsatisfactory for any cause, it is never too late to change it. This conclusion is proved by the fact that changes are constantly being made by successful corporations, and that many—in fact, a great many—of the names

so well known today were not the ones originally used. Through the death of the founders, sale to new owners, conflict with names of other manufacturers, or through expansion in the scope of operations, a change in name is often necessary.

In recent years many companies have changed the company name to that of the trade-mark. In this way, the Crooks-Ditmar Corporation became The Cromar Corporation and The Mint Products Company, Inc., became Life Savers, Inc.

Going back further, it is interesting to note that Palmolive-Peet, now a part of Colgate, once did business as the B. J. Johnson Soap Co. On its fiftieth anniversary, the company which had labored under the unwieldy name, Rueckheim Bros. & Eckstein, changed to the Cracker Jack Company.

There are certain essentials by which to test the suitability of a new name. These may be summarized, as follows:

**Advertising Value:** It should (1) acquaint people with use and advantage of product; (2) be simple to understand; (3) be easy to remember; (4) be descriptive of the business; (5) be easy to spell; (6) be adaptable to all advertising media; (7) be suggestive of something pleasingly familiar; (8) be short.

**Eye Assets:** (1) Easy to read; (2) good appearance in type.

**Ear Assets:** (1) Sound that lingers in the memory—rhythm; (2) may use alliteration as an aid to memory; (3) easy to hear and pronounce.

The announcement of the change in name through advertising may be made in an endless variety of ways. The essentials boil down to two different methods and two different techniques. One method is to play down the change—soft-

pedal it. The other method is to play up the change, make it the basis of sales opportunity, contests for new slogans, etc., with the use of much advertising space. The two techniques are, first, the "fade-out," and second the quick change. By the first practice, the old name over a period of time is gradually subordinated to the new name, so that the old name fades away with a minimum loss of good-will and is gradually eclipsed by the new. When the process is completed the old name is unceremoniously dropped.

Even when a quick change is planned it is often possible to mold the advertising in advance in such a manner that the transition may be made with scarcely a ripple, thus assuring the transfer of advertising good-will.

Since there is liable to be a certain amount of loss in making a change in name, depending upon the length of time the old name has been used and how well known it is, this loss is mitigated by the rapidity with which the new name can be put into the consciousness of trade and public.

The best way to guard against failure to do necessary things involved in the change is to make a list of all such things. Because of the great many possible complications, it is usually considered advisable to make the change at the beginning of a new calendar year, preceded by the necessary announcements and advertisements in the closing weeks of the old year. Provision must be made for changes in:

- (1) Stationery—new-name printing should be arranged for well in advance on every form used;
- (2) lettering on motor trucks and salesmen's automobiles;
- (3) stamps and seals;
- (4) directories—for first year or so it may be advisable to list company under both old and new names;
- (5) credit agency data—neglect here may cause loss of time due to natural tendency of suppliers of raw material to be suspicious of any company changes;
- (6) advertising material and dealer helps of all sorts; and
- (7) all labels, cartons, packages, etc.

It is important to remember, too, that all salesmen and everyone in the organization who comes into contact with trade or public should be fully informed about the change in advance, so that they can intelligently answer questions.

There are three points of danger in adopting a new name which should be given further emphasis:

(1) Guard against a name which is too narrowly descriptive, lest it be outgrown.

(2) Where a company makes several products, it is unwise to select the name of the leader for the company name, for the importance of the leader may be unexpectedly overshadowed.

(3) If an impersonal name is chosen, make sure that no competitor has prior claim to it.—[Ed. PRINTERS' INK.]

### Keeping Up with the Gypsies

The particular brand of gypsy blood that afflicts American travelers apparently possesses some inscrutable power which directs the wandering footsteps of many of them toward Paris. So many itinerant fellow citizens make their happy summering ground that I. J. Fox, New York furrier, sees fit to keep up his acquaintance with these travelers through advertising.

In a recent Paris edition of an American newspaper he took space to welcome visiting countrymen to the city across the sea. He explained his own presence in town, namely, to search for beautiful furs and fur fashions, and at the same time pointed out the advisability of manufacturing his product in America.

In closing his message of welcome I. J. Fox made a strong bid to continue acquaintance with "Americans in Paris."

"So when you hie home to America," the advertiser invited, "... stop off at my 'Nine Floors of Furs.' I'll be glad to greet you there."

### Appoints Henkel

*Our Army*, Brooklyn, N. Y., has appointed F. W. Henkel, publishers' representative, Chicago, as its representative in the Mid-Western field.

### George Dock, Jr., Leaves Halsey, Stuart

George Dock, Jr., formerly assistant advertising manager of Halsey, Stuart & Company, New York, has resigned.

Milton Stark, formerly with James McCreery & Company, New York, has been appointed advertising manager of K. W. Watters & Son, Inc., Buffalo, N. Y., and the Sterling Shoe Stores, Rochester and Niagara Falls, N. Y.

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## Why make her guess who sells it?

Consumers don't have to guess who sells your product when it's listed in "Where to Buy It."

They simply turn to their classified telephone books and look for the trade name of your product or service. There they find the names, addresses and telephone numbers of authorized dealers. (See illustrations below.)

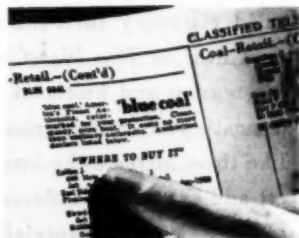
This simple device can save you many a sale. Can check substitution. Can make results from your advertising more certain.

Continued use by such manufacturers as General Electric, Ford, Exide, Buick, Goodrich, RCA Victor (and others) testi-

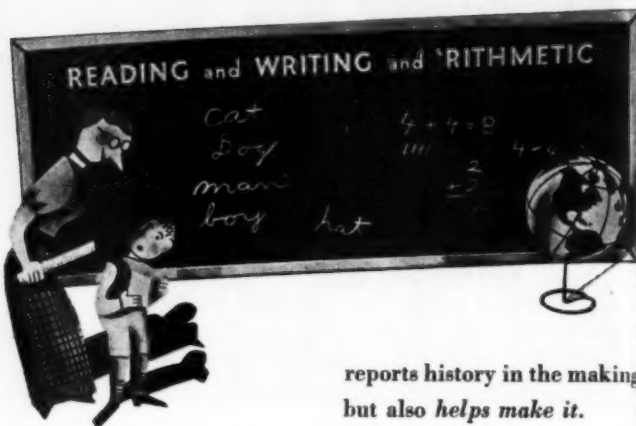
fies to the effectiveness of "Where to Buy It."

"Where to Buy It" can be "tailored" to fit your distribution exactly—whether it be national or sectional, rural or urban, intensive or spotty.

Ask your advertising or sales counsel for full particulars. Or write or telephone direct.



**WRITE OR TELEPHONE:** Trade Mark Service Manager, American Telephone and Telegraph Co., 195 Broadway, New York, N. Y., (EXchange 3-9800)—or 208 W. Washington Street, Chicago, Ill., (OFFicial 9300).



THIS YEAR, you've seen more people than ever reading *The Literary Digest* — you've heard more discussion of its work. Probably you are using it more regularly yourself. Certainly your public is — and so are the executives of businesses that contact yours.

The reading habits of our solid citizenry turn more than ever to *The Digest* in the tension and bustle of a dramatic year. Stirring times like these increase the interest and extend the influence of *The Digest*. Especially since *The Digest* not only

reports history in the making but also helps make it.

For example, our recent 20,000,000-ballot on the wet-dry issue was truly national, in scope and in meaning. Next month we begin an equally exciting poll on President-to-be. Plans for these events are worked out months in advance — and steps are taken to tell as well as to learn the will of the people. (The news goes out by mail, by card advertising, in publication space and editorially in *The Digest*.)

Of late, many new and old readers have been writing to and for *The Digest*. They are buying now — 250,000

S O U N D I N G - B O A R D O F  
A M E R I C A N O P I N I O N

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three-year subscriptions (\$12 orders) received in five months — giving us the highest reader-revenue of all magazines. All this in an off-year for most businesses.

These readers have shown their readiness to buy and their ability to pay. Since their subscriptions are secured by direct mail, they must be the kind who read and react to advertising. They elect themselves to the "Ad-readers Club."

And what is the arithmetical result to advertisers? As a first step to better business generally, *The Digest* reduced rates for 1932 a flat 25% — the same product with greater energy than ever for a quarter less. This means a higher efficiency rating than any other large-selling medium. To advertisers of

soap and sugar and coffee, of motor cars and insurance and vacation spots — it means *more income for less outlay*, from "class" and "mass" consumers both.

The good work goes on. Can you afford not to offer your product to such a public, on such terms? Advertising can get into *The Digest* on two weeks' notice, less if necessary. Write your own ticket now and board the first train out!

• • •

**Quantity**—1,400,000 average guaranteed, "or rebate."

**Quality**—Readers self-selected by active interest in realities.

**Economy**—Rates reduced 25%, to less than \$2 per page per 1000. Class circulation at mass costs.



# THE LITERARY DIGEST



# Funeral Profession Offers Profitable Market

NELSON CHESMAN & Co.  
ST. LOUIS, Mo.

Editor of PRINTERS' INK:

We will appreciate your sending us references to back numbers of PRINTERS' INK in which appear any reference to advertising to the funeral profession.

NELSON CHESMAN & Co.,  
B. J. CARTER.

FOR a great many years it was felt that so far as the funeral profession was concerned, advertising was taboo. Manufacturers of supplies did some advertising direct to funeral directors but their messages were little more than announcements of supplies for sale.

Today, however, the manufacturers of funeral supplies are careful students of effective advertising appeals and their messages in publications, direct mail, etc., are as carefully planned as those of any advertisers.

The National Casket Company has been an outstanding advertiser in this field. It appropriates considerable sums for catalogs which are fine examples of the printing art. These are designed so that they are not only used by the funeral director in ordering caskets, but may also be employed by him to show customers representative samples of the company's line.

In addition to its catalogs, the company issues a house magazine which is only partially devoted to its own merchandise. It has numerous articles telling funeral directors how they can increase their selling efficiency and also has articles of a general business nature.

The company also furnishes the director with a copy of a booklet, "Funeral Facts," which is printed for people who are faced with the sad necessity of making funeral arrangements. It contains a frank discussion of what one should do when death comes to the home and outlines, briefly, the part that the funeral director plays and the duties that he is quite willing to perform.

This company has also just is-

sued an imitation leather portfolio which it calls "An Emergency Record." Inside the cover are eight pages on which the head of a family can list all the information which is important for his family to know after his death. This information deals with the location of the will, the location of safe deposit boxes, banks in which checking and savings accounts are kept, names of insurance brokers, etc.

There is no space on the record for any imprint of the funeral director, but in a pocket in the back cover is a place for a copy of "Funeral Facts" on which the director can have his name imprinted. Funeral directors are distributing this folder among certain selected people who do not carry an old-fashioned fear of death but who appreciate the opportunity of keeping such a record of important information.

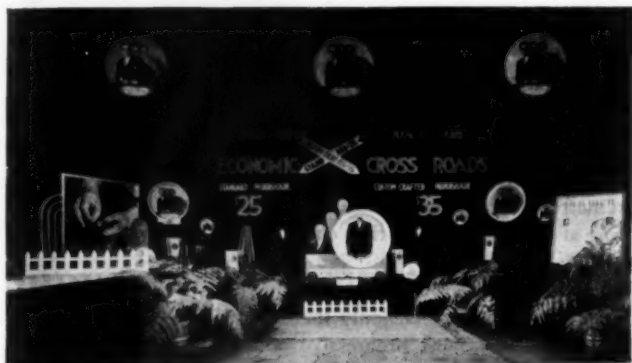
Manufacturers of vaults, such as the Clark Grave Vault Company, the Galion Metallic Vault Company and others have done exceptionally efficient advertising jobs both to the profession and to the general public. The Vermont Marble Company, the Rock of Ages Corporation and other makers of memorials have introduced advertising which is as effective as it is dignified.

In advertising to the general public all of these companies have found out that frankness and directness are much more effective than evasion. Their advertising discusses the subject of death without any attempt to surround it with the sentimental taboos that are far more grisly than straight statements of facts.—[Ed. PRINTERS' INK.]

Mrs. Dwight Anderson, as copy chief of the Louisville office of the Gardner Advertising Company, is editing the *Kentucky Progress Magazine*, published by the Kentucky Progress Commission, a client of the Gardner agency. It was erroneously reported that Mrs. Anderson had left the Gardner agency to become editor of that magazine.



# A Made-to-Order Sales Convention



**T**HIS year The Middishade Company, maker of Middishade suits, decided to dramatize and personalize its sales convention.

When the men reached the main offices of the company in Philadelphia, they soon found themselves following a series of cross-road signs with the wording, "This way to the cross-roads." These led to the building in which the sessions were to be held. As the men took their seats they were greeted with a platform display of the "cross-roads" idea—as the picture shows.

This dramatized the fact that the company added a new line this year—Standard Middishade at \$25. Custom-crafted Middishade suits retail at \$35.

Instead of talking about new

lower priced merchandise at the expense of that of higher cost, the company is putting it up to the consumer:

"Shall I buy the same quality suit—and pay less for it?" "Shall I pay the same and get more for it?"

Three afternoons were taken up with personal interviews with the salesmen. Herbert J. Conhaim, sales and advertising manager, would sit down with each man and go into his personal problems.

Before the convention closed every representative had had the opportunity of having a heart-to-heart talk with his company—and returned to his territory with the feeling that the help he received was not canned—but made to order.

## Appoints Reimers, Whitehill & Sherman

The Whirldry Corporation, a subsidiary of the Winchester Repeating Arms Company, New Haven, Conn., has appointed Reimers, Whitehill & Sherman, Inc., New York, to direct the advertising of its Whirldry portable washing machines.

## Heads Tennessee Press Group

Fred Wankan, publisher of the Athens, Tenn., *Post-Athenian*, has been elected president of the Tennessee Press Association. Frank Goodlett, publisher of the Clarksville *Leaf-Chronicle*, is secretary of the group. Hampton Maxey continues as field manager.

## Appoints Hurja-Johnson-Huwen

The Alfred Johnson Skate Company, Chicago, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to handle the advertising of its Pep exercising and rowing machine. Newspapers in selected territories will be used during the summer and fall.

## Death of J. N. Gamble

James Norris Gamble, vice-president and director of the Procter & Gamble Company, Cincinnati, died on July 2 at that city. He was ninety-five years old. Mr. Gamble became vice-president and director of the Procter & Gamble Company when it was incorporated in 1890.

## • SIGNIFICANT

This marks another advance in advertising economy. Ten leading newspapers provide nearly five million circulation in ten metropolitan markets. Magazine printing at considerably less than customary newspaper prices.

In organizing this group, particular care was taken to associate only the most powerful, the most progressive newspapers available. For the first time, advertisers can now reach these prime metropolitan markets as a unit, with space in the most popular sections of the Sunday newspaper—rotogravure and comics.

Write or phone for full information on (1) comic section color advertising; (2) rotogravure advertising.



M



# And now Rotogravure

Metropolitan Sunday Newspapers, Inc., organized for the sale of comic section color advertising, announces that it is now accepting rotogravure advertising in ten of its eleven papers. Space is sold as a unit.

•  
**CIRCULATION**  
**4,846,959**

•  
Cost per line . . \$10  
Cost per page . \$17,000

•  
**METROPOLITAN SUNDAY**  
**NEWSPAPERS**

BALTIMORE SUN • BOSTON GLOBE\* • BUFFALO TIMES  
CHICAGO TRIBUNE • CLEVELAND PLAIN-DEALER • DETROIT NEWS  
NEW YORK NEWS • PHILADELPHIA INQUIRER • PITTSBURGH PRESS  
ST. LOUIS GLOBE-DEMOCRAT • WASHINGTON STAR

\*Not in roto group

220 EAST FORTY-SECOND STREET, NEW YORK  
Tribune Tower, Chicago + Kohl Building, San Francisco

# The Rise of the Nickel Bar

Manufacturers in This Field Have Found That the Candy Must Make the Advertising, Not the Advertising the Candy

**L**ATE in 1929 the Green Brothers Company presented Tastyest to a skeptical trade. Sales soared to 20,000,000 bars (\$500,000) per month by March, 1931.

Then the almost vertical sales curve flattened out and began a sharp descent. Tastyest is through, said cynical jobbers who had seen scores of new nickel bars go up rockets and come down sticks. But the brothers Green, who felt differently about it, worked desperately to stabilize their distribution. The sales curve stopped its plunge, leveled off, and began to rise slightly. Perhaps they can prove their product an exception to the seeming rule that no candy bar can scale the greased pole of popularity and cling to its peak.

It is a business that has developed mainly since, and because of, the World War. Prior to the war, candy was sold either in fancy boxes or in paper bags filled from the immemorial wooden pail of bulk goods. Of box candy the largest buyers were young men in love and husbands, dutiful or errant; of bulk goods the purchasers were mostly mothers and children (particularly the latter, whose penny trade was in the aggregate enormous.)

Five and 10-cent bars, it is true, were not unknown. Henry Heide, Inc., of New York had marketed a chocolate-covered coconut and cream bar as early as 1892, and Milton S. Hershey had laid the foundation of his chocolate-bar fortune only a decade later.

## Not Popular in 1914

By 1914, Bunte Brothers of Chicago had produced the first modern nickel bar which, named Tango, capitalized a current dance craze. J. H. Phelps in Cleveland made his Porous bar and, in 1917, Mason Au & Magenheimer of Brooklyn offered Peaks. All had

plenty of imitators, yet bars lacked popularity for several reasons. Men generally did not eat them and could not make gifts of them; women had not been induced by advertising to buy them, and the currency of the child's realm was not the nickel or dime but the penny.

## The War Made a Change

The war did more than any manufacturer could have done to popularize the candy bar. Sugar is the prime quick-energy food, but it is an item in which the army diet has never kept pace with the soldier's appetite. Searching, therefore, for sweets in post exchanges and refreshment stands surrounding cantonments, men in training found candy in boxes, in bulk, and bars. Least compromising to masculine dignity were the foil or glassine wrapped bars; soldiers munched them publicly, unabashed. It was a habit many carried over into civilian life.

Thus a new, rich market was opened, and in the early 1920's tobaccoists shifted their pipes, cigars, and cigarettes to make room on counters for bars and packages of candy. Retail grocers, druggists, and confectioners were quickly persuaded that it was easier to display and sell bars than bulk candies. With postwar deflation of the value of money, children began to come frequently into possession of 5 or 10 cents to satisfy their craving for candy. Women shifted their patronage from bulk to bar goods slowly, as the quality and variety of bars were improved. Chain-store distribution—although its cut-rate, 3-for-10 methods now present a serious problem to bar makers—further stimulated sales to women.

Today the bar business overtops any other division of the nation's \$300,000,000 per year confectionery trade, forty-ninth in rank among American industries according to the census of 1929. Sales of 5-cent

Portions of an article in *World's Work*, reprinted by special permission.

bars (molded chocolate, chocolate-covered, and other types) represent between 38 and 40 per cent of our total candy trade both in pounds and dollar volume, according to the Department of Commerce. Bars, therefore, account for approximately \$116,000,000 of America's annual candy bill.

The lion's share of this sum, between \$25,000,000 and \$30,000,000, goes annually to one company, Mars, Inc., of Chicago, whose sales are perhaps three times as great as those of any other exclusive bar maker. Of all the chocolate-covered bars made in this country, Frank C. Mars is said to produce 43.5 per cent. His Spanish-renaisance-style factory, on the fringe of the Oak Park residential section of Chicago, is one of the wonders of the confectioner's world. Here all the manufacturing processes involved in bar-making take place on one vast floor.

Each day this camouflaged candy foundry turns out 3,500,000 or more Milky Way, Snicker, and Honey Almond bars. Into them go 100 tons of fine chocolate, one-third of the nation's output of malted milk for the day, \$65,000 pounds of fresh, whole cow's milk (the daily production of 10,000 cows), and 240,000 eggs.

#### *Started in a Small Way*

The confectioner with the militant and astrologically potent name entered the nickel-bar game late and with a meager stack, but he soon had most of the chips in front of him. Mars began making Milky Way in Minneapolis in 1923, but, while trying to promote simultaneously a second bar, Mint Tulips, lost most of his modest fortune and his health as well in 1926. Flat on his back for six months, he pondered why small-fry candy manufacturers so frequently went broke. Able at length to make a fresh start, he arranged with a courageous Minneapolis banker a new method of financing. The bank thereafter bailed the raw materials out of a bonded warehouse, taking as security for Mars' notes all his accounts receivable. The plan horrified an examiner who was,

with much difficulty, persuaded to allow it to continue until Mars had proved its feasibility and safety by accumulating a substantial checking account.

In 1928, capable then of financing his own sales, Mars decided to move his business to Chicago; erecting his present plant there, he offered to transplant 1,000 of the best of his 1,800 Minneapolis workers and their families. Almost without exception they agreed, so complete was their faith in Mars and the methods he had evolved from long experience.

#### *The Rise of Baby Ruth*

Next in rank to Mars is the Curtiss Candy Company of Chicago. Curtiss' leader, Otto Y. Schnering, was the proprietor of a small kitchen when he decided, in 1918, to quit making anonymous bulk candy and concentrate on the vigorously advertised, trade-marked bar. Accordingly, he marketed in the next ten years approximately 100 new bars. Eighty-seven failed utterly, twelve more were morning glories that soon faded, but one was the success that justified the ninety-and-nine flops. It was Baby Ruth, named—according to Schnering—for "Baby Ruth" Cleveland, the daughter of Grover Cleveland and a juvenile celebrity of the 1890's. The public, however, remembered the bar because there happened to be a baseball player with a similar name.

By 1924 Schnering accumulated sufficient capital and experience to launch a nation-wide campaign on Baby Ruth. He used all of the existing promotional channels and, in addition, sent an airplane out to tour the country, wafting down to gaping citizens sample bars of Baby Ruth by means of tiny paper parachutes. As its popularity soared, Schnering cast envious eyes on the late William Wrigley's kingdom and added chewing gum to his line of products. Schnering pushed Baby Ruth from rank obscurity to a sale of 1,500,000 bars per day, but he is as yet no great shakes as a chicle manufacturer.

Already on the heights when Schnering got under way was

## GOOD COPY

**An advertise-  
ment which offers  
service—**

**which is attrac-  
tive enough to be  
noticed—**

**inviting enough  
to be read and con-  
vincing enough  
to be remem-  
bered—**

**will benefit both  
public and adver-  
tiser.**

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

George Williamson with his Oh Henry!, first of the best-seller bars. A dapper, shrewd, ex-Hearst advertising salesman turned candy broker, Williamson opened a small confectionery store in the Chicago Loop in 1918. Finding store management dull, he devoted most of his time to experiments in candy making. One of them was a core of rich fudge which, covered with soft caramel and rolled in loose peanuts, was finally dipped in chocolate. Cut in 10-cent portions of three ounces each and offered through a few retail outlets early in 1920, the bar caught the Chicago taste. It had no name.

Pondering this deficiency, Williamson one day was in his Loop store when a neighborhood handyman entered. "Oh, Henry!" two or three girl clerks cooed, and thereupon cajoled the fellow, as was their custom, into running several payless errands. There, thought Williamson, was a name: "Oh Henry!" Simple, rememberable, and personifying a product. With counter cards, billboards, and newspaper space he soon made Oh Henry! a Chicago byword.

Williamson then introduced his 10-cent bar in city after city. By 1924, when his sales reached a peak of 110,000,000 bars, he was able to build out of surplus earnings a plant capable of turning out 500,000 bars every nine hours. Until January, 1928, he maintained Oh Henry! as a 10-cent bar in the face of rising 5-cent competition. Then he cut the price to a nickel and the weight of the bar from three to two ounces. Today he is selling a three-ounce Oh Henry!, the original 10-cent size, for 5 cents, in addition to Amos 'n' Andy, another 5-cent bar on which he pays a generous royalty to Messrs. Correll and Gosden of the radio.

"The 10-cent bar is done for," Williamson said at the beginning of 1932. "The kids still want a big bar, a lot for their money, but it has to be a nickel now."

"Most adults say that a three-ounce Oh Henry! is a little too much candy for them at one time. Therefore, we are adding to our line Two Bits and Mates. Both

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are nickel packs, the first contain-  
ing two small Oh Henrys! and the  
second two little Amos 'n' Andys.  
Our belief is that the grown-ups  
will eat one of the smaller pieces  
and save the other one in its neat  
wrapper, or pass it on to someone  
else."

Like drilling for oil or producing  
a play, developing a best-seller bar  
is largely a matter of chance. In  
each case the rewards are large  
and immediate, but the odds on  
success are rarely as good as one  
to 100.

A high premium is placed upon  
visibility of a bar on the retailer's  
counter, for the customer who fails  
to see his favorite bar in a retail  
display will usually buy another  
whose wrapper catches his eye.

"We know this," Williamson as-  
serts. "No bar has ever succeeded  
in a big way through advertising  
and promotion alone. When a  
manufacturer finds a bar that  
'takes' he can step up sales through  
advertising. But the candy must  
make the advertising campaign,  
not the advertising campaign the  
candy."

### To Publish "Chicago Products"

Associated Chicago Industries, Inc.,  
a non-profit association of manufacturers  
of the Chicago market with offices at  
123 West Madison Street, Chicago, has  
begun publication of *Chicago Products*,  
to be issued monthly.

De Lysle F. Cass is general manager  
of the new publication. Associated with  
him are John B. McEwan; Robert P.  
O'Brien, formerly general advertising  
manager of *Extension Magazine*; Nathan  
R. Roth, and A. B. Hendry, formerly  
managing director of radio stations  
KWK and WIL.

### With "Journal of Agriculture"

Louis H. Meyer, for several years  
with the Montreal office of the Mac-  
Lean Publishing Company, has been  
appointed advertising manager of the  
*Journal of Agriculture*, Montreal.

### New Boston Business

Results, Unlimited, is the name of a  
new merchandising and advertising  
service which has been formed by Myron  
L. Silton at Boston. Offices are at 47  
Portland Street.

### Changes to Monthly

The *Sheet Metal Worker*, New York,  
formerly published fortnightly, will here-  
after be published monthly.

## "PUNCH'S" PRESTIGE

PRESTIGE is a common word in  
advertising currency, but it stands  
for something hard to win and  
jealously to be guarded in busi-  
ness practice. The dictionary  
defines it as "influence arising  
from reputation." It is another  
name for the goodwill of the  
Advertiser who has built his prod-  
uct into the consciousness of the  
buying public. Indiscriminate  
weight of advertising alone can-  
not confer it. It develops slowly  
but certainly around the adver-  
tising which pursues a clear un-  
swerving policy, which aims at  
the intelligent part of a wide-  
spread community, and which is  
found in company the world has  
learned to respect. In fulfilling  
the two last-named conditions  
"PUNCH" is of paramount  
importance to the Advertiser who  
is building up prestige. Firstly,  
because "PUNCH" circulates  
primarily amongst that section  
of the public that moulds the buy-  
ing habits of the rest. Secondly,  
because throughout the English-  
speaking world "PUNCH" is  
believed in with a long-established  
faith that extends to everything  
between its famous covers. Directly the advertising of your  
merchandise appears in "PUNCH," that  
merchandise begins to gather to itself  
prestige, to earn goodwill and confidence  
that are the finest of all bulwarks against  
trade vicissitude, and the greatest of all  
forces for trade expansion. Can you  
afford NOT to use the tremendous  
and growing power of "PUNCH"?

MARION JEAN LYON

Advertising Manager, "PUNCH"

10 BOUVERIE ST., LONDON, E.C.4

ENGLAND



# Where Trade-Mark Information May Be Obtained

FURITAN SOAP COMPANY  
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Do your records reveal that the name "Protex" is in use by a producer of an anti-freeze preparation for automobiles? If so, by whom?

JOHN F. BUSH, JR.,  
Vice-President—Charge of Sales.

**B**ECAUSE PRINTERS' INK maintains a list of slogans, there seems to be a widespread impression that we also maintain a list of registered and unregistered trade-marks. As a matter of fact, PRINTERS' INK does not maintain a trade-mark file of any kind, for the very good reason that this job is already being excellently done by the Patent Office at Washington and by certain private organizations.

The trade-mark file at the United States Patent Office includes only those marks that have succeeded in obtaining Federal registration credentials. In other words, when the Patent Office passes an application for trade-mark registration it does not mean, *per se*, that the mark has not seen previous use. What it does mean is that the mark has not been registered, for merchandise of a certain class, at Washington. And, of course, even this is not to be taken too literally, as is proved by the constant flow of successful cancellation proceedings instituted against registrations granted by the Patent Office.

What, then, is the value of Federal trade-mark registration? Simply this: Trade-mark registration at Washington is *prima facie* evidence of the originality of a mark. In other words, the burden of proof, in the event of litigation, is on the shoulders of the party in the case who has not obtained Federal registration papers. That is not the sole value of Federal trade-mark registration—there are other benefits, such as increased facility in securing trade-mark protection abroad. However, it is the important benefit conferred when Uncle

Sam accepts a mark—and its value cannot be doubted.

Another general misapprehension is that the Patent Office will tell anyone whether a trade-mark is eligible for registration. The Patent Office cannot and will not do this, *unless application for registration has been made*. Then, if the Patent Office finds it cannot grant registration, it explains its reasons for turning down the application.

Of course, the files of the Patent Office are open to the public. These files are arranged in three divisions: There is an alphabetical list of trade names, a list classified according to symbols, and a classification according to merchandise. While theoretically, anyone may consult these lists, the fact is that considerable experience is required to make a thorough search and the general practice is to retain competent legal counsel.

For information as to the prior use of unregistered trade-marks there are available large lists which are kept up by reputable organizations. Such files take in trade-marks both registered and unregistered. The United States Printing and Lithograph Company, Cincinnati, has more than 900,000 cards in its files. This service is furnished without charge to any manufacturer of branded goods.

Other organizations which maintain independent records charge a flat fee which covers the work of research to determine the qualifications, if any, for registrability and also covering the cost of registration in the Patent Office if such is desired.

Several trade associations have reasonably complete records of trade names that are being or have been used in their industries. The Silk Association of America, for example, has prepared a file of trade names and marks used in the textile industry.—[Ed. PRINTERS' INK.



# Price Takes a Licking in an Advertising Battle

One Department Store Opens Fire with a New Type of Newspaper Copy Featuring Merchandising News Instead of Merchandise

THINGS are happening in Newark, N. J. There is a battle royal going on among the three big department stores of that city—L. Bamberger & Company, Kresge Department Store and Hahne & Company. The public is being offered special merchandise, special prices and all the trimmings. The advertising that these stores are doing is not only appearing in large space but is usually attractive and interesting.

This battle is a welcome relief from the usual retail fracas. It isn't a price battle, although price does enter into it, of course. The emphasis, however, in the advertising is not placed on "our prices are lower." Instead, these stores are using reason-why copy, institutional messages, clever illustrations and special merchandise to attract the attention of New Jerseyites.

Bamberger started out with an advantage in the nation-wide repu-

tation for cleverness of Macy's advertising. Macy owns Bamberger's.

But Kresge has been introducing some innovations in department store newspaper advertising. It has, for example, been running a series of cartoons by O. Soglow, depicting humorous incidents wherein the characters talk about "switching to Kresge's."

The latest idea is the Kresge Institute. This is in the form of a full newspaper page advertisement and takes the place of one of the store's regular announcements. It is arranged, typographically and pictorially, in the form of a "woman's page" and will be published weekly.

This page will present news about various items of merchandise; it will give helpful household hints. It will cover furnishings, budgets, menus, labor-saving ideas, health, child training, hobbies, literature, art, etc. It is, in effect, a miniature housewives'



## The KRESGE INSTITUTE

PUBLISHED BY THE DIRECTORS OF BETTER HOMEWORKING BY CASSELL'S DEPARTMENT STORE, NEWARK



**The Importance of Play**

1. Play is a necessary part of life...

### VACATIONING

Highlights on Vacation Comforts for Home, Camp, or Beach



**The Vegetarian**



**We Announce!**

Soft Cocktails

The Upper Part of a "Kresge Institute" Newspaper Page



W. A. YOUNG, JR.  
General Passenger  
Traffic Manager  
Grace Line  
(Panama Mail Route)

## "Outdoor Advertising Solves Many Unusual Advertising Problems"

Such is Mr. Young's opinion, after long experience with this medium. The Grace Line has, for many years, used Painted Bulletins on the Pacific Coast and elsewhere to acquaint the public with the Grace Line steamship service between New York and California and for the express purpose of appealing to specific classes of people. Posters have also been used to publicize special events.

"The latest copy used on our bulletins has developed many inquiries concerning our new fleet of ships, and our posters have produced results far beyond our expectations," says Mr. Young. "In fact, our experience with Outdoor Advertising has been most satisfactory."

Does the advertising of your product or service seem to require unusual handling? If so, a properly planned Outdoor Advertising campaign may be the solution.

Outdoor Advertising produces maximum results on the Pacific Coast, for its residents, as well as hundreds of thousands of tourists, are out-of-doors the greater part of the time.

Investigate the Outdoor Advertising facilities of Foster and Kleiser Company in 615 cities and towns in California, Oregon, Washington and Arizona.

**Foster and Kleiser**

COMPANY

GENERAL OFFICES: SAN FRANCISCO  
Operating plants in California  
Washington, Oregon and Arizona  
Offices in New York and Chicago

magazine, but not so miniature at that, for a lot of information can be put in a large newspaper page.

The Institute, which is under the direction of an authority on home economics, will gradually be built up, it is announced, into a "clearing house for ideas and a bureau for the testing and approving of articles of merchandise."

Prices of the items mentioned on the page are included but only incidentally. Even the items themselves are subordinated; their uses are featured.

This new development in department store advertising is a long step away from the blatant, bargain shouting that has been so typical of so many large and small retailers' advertising. Kresge is selling its merchandise and itself as an institution. It is attempting to help its customers and prospects with their household problems, and the merchandise is mentioned only as it plays a part in the solutions of these problems.

This campaign is worthy of study by manufacturers who are having troubles with price-crazed retailers. In addition, national advertisers might well look for a moral in the Newark retail situation.

The advertising being done by Bamberger, Kresge, Hahne and other smaller stores shows that these alert merchandisers have discovered that people aren't influenced by price alone. It shows that there are things worth shouting other than special bargains. These stores, particularly Kresge, are telling prospects why they should buy and how to use the things that are advertised.

It is still too early to pick the winner in this unusual retail battle. The fight will probably never end and there will be no one winner. If, however, the participants keep the fight clean, all three should benefit.

## Joins Davidson Press

P. K. Thomajan, recently director of advertising and publicity of Raspin Productions, has joined the Davidson Press, Inc., New York, where he will be engaged in specialized copy service.

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## Win Mid-West Advertising Golf Honors

THE Western Advertising Golfers Association held its annual week-end golf outing at Minocqua Heights Country Club, Minocqua, Wis., June 25 and 26.

L. L. Northrup won low gross honors for the two days' play with a card of 161 for thirty-six holes. Fred Maxted won the low net prize for thirty-six holes with a score of 136. C. D. Freeman had the lowest number of putts for thirty-six holes—sixty-three.

On the first day's tournament, J. B. Campbell captured the low gross individual prize with a 75 and J. A. Bender won low net with a card of 80-10-70. The winning low gross foursome was composed of L. L. Northrup, C. D. Freeman, C. M. Freeman and R. W. Richardson. George Cain, E. R. Goble, C. B. Goes, Jr., and H. G. Schuster were members of the first low net foursome. J. B. Campbell had the lowest number of putts—thirty—but as he had already won a prize, there was a drawing among the four who were tied for runner-up—E. R. Goble, J. A. Bender, Fred Maxted and H. G. Schuster. The latter won the draw. R. W. Richardson won the blind bogey prize.

On the second day's tournament, C. D. Freeman was the low gross winner with a 79. J. A. Bender took low net with 81-13-68. Members of the first low gross foursome were W. D. Wilson, J. A. Bender, Jack Bender and H. K. Clark. Second low gross foursome members were D. W. Ashley, Harlan Smith, C. E. Pritchard and Fred Maxted. The winning low net foursome was made up of John D. Hill, S. R. Penfield, H. S. Irving and Jack Heiser.

J. V. Gilmour, George Semmlow, C. D. Parsons and J. B. Campbell comprised the second low net foursome. H. S. Irving and John D. Hill were blind bogey prize winners. D. W. Ashley won a special prize for low score on four rounds on hole seven.

## one cost —and the job is done!

Altho the eighteenth city in population, NEWARK ranks sixteenth in the country in retail sales. Only two major markets show a better ratio. The Newarker's buying power is above normal—that's the answer. Furthermore, Newarkers buy from advertising. They are highly responsive to intelligent sales appeal. The proof? It takes 33.2% less advertising effort for every retail sales dollar in Newark than the average for the nation.

Such a low advertising cost is possible only in a market like Newark. Compactness, accessibility, giving simple, easy contact because only one newspaper is necessary for thorough coverage. Almost every English speaking family reads the NEWARK EVENING NEWS. NEWARK is a rare market—this newspaper an unusual medium. Together they make one of the greatest market and sales opportunities in the country today. Get into the Newark market without delay.

## Newark Evening News

EUGENE W. FARRELL  
Business and Advertising Mgr.  
215-221 Market Street  
Newark, New Jersey  
O'MARA & ORMSBEE, INC.  
General Representatives  
New York Chicago Detroit  
Los Angeles San Francisco

## Analyzes Distribution Census as Sales Guide

**"THE** Major Retail Markets of the United States" is the title of a book published by Erwin, Wasey & Company, advertising agency, based on an analysis of the Government's Census of Distribution. The purpose of the book is to present the facts uncovered in this census in a manner which will enable manufacturers to use this information in determining policies and decisions as these concern betterment of distribution methods.

The analysis covers nine classifications: Grocery stores, drug stores, department stores, automotive dealers, tire and accessory dealers, variety stores, hardware stores, household utility dealers and lumber and building material dealers. These groups comprise 50 per cent of all retail sales. Detailed information on total retail sales for each group is given for cities of 25,000 or more population. Cities and towns under 25,000 are reported in the designation "Balance" which helps to determine the extent of the market remaining after the major cities have been covered.

The book includes a series of maps which illustrate proportionate population, retail sales volume and other facts as these pertain to cities and States.

Greater use of the data made available by the Census of Distribution, it is reported, has not been made by business in general probably due to the physical form of the current releases. It is the purpose of the book to interpret and arrange the information so that it can be used without a great deal of exacting statistical effort. Copies of the book are being sold at \$10.

### Appoints Soule, Feeley & Richmond

The Lennox Furnace Company, Inc., Syracuse, N. Y., has appointed Soule, Feeley & Richmond, Inc., to direct the advertising of Lennox Equator gas furnaces.

## Liked Insurance Article

OSWALD ADVERTISING AGENCY, INC.  
PHILADELPHIA

Editor of PRINTERS' INK:

The recent article in PRINTERS' INK entitled, "A Ten-Year Analysis Revealing Advertising's Power," [June 16, 1932] is a valuable contribution to business in general and to the advertising fraternity in particular.

In times like these when the methods and policies of most businesses are being scrutinized closely, when decisions affecting present, as well as future dividends are being made, long-haul performance records on advertising's power to build sales and to maintain dividends are a guide to correct judgment.

Too many advertising budgets are being reduced today, simply on the advice and say-so of treasurers. Their judgment can be faulty, too, especially when no figures on results are at hand to prove that "balancing the budget" may be easily accomplished "on paper"—at advertising's expense today and at the stockholders' tomorrow.

Account executives, as well as advertising directors, will find these figures and charts on results even more valuable than the customary "success story." So, here's hoping the article will prove the means of uncovering more long-term performance records in which there may be included the sales figures, the earnings and dividend records.

CHAS. A. OSWALD,  
President.

## Poor Richard Club Honors Mrs. Pauline Peters

At the installation dinner of the Philadelphia Club of Advertising Women, Mrs. Pauline Peters was presented with the Poor Richard Club of Philadelphia's Silver Achievement Medal by Leonard Ormerod, president of the club. The presentation was made in appreciation of the co-operation which Mrs. Peters and the women's club gave to the Poor Richard Club's Advertising Institute during the last year. Mrs. Peters was installed for her second consecutive term as president of the women's club.

## Appoints Jordan

The Centaur Company, New York, manufacturer of Chas. H. Fletcher's Castoria, has appointed Jordan Advertising Abroad, Inc., to direct its foreign advertising.

## Honolulu Club Re-elects

E. L. Christensen has been re-elected president of the Honolulu Advertising Club; W. G. Peterson has been re-elected secretary and Albion F. Clark has been re-elected treasurer.

S. F. Dunn, formerly national advertising manager of the Pasadena, Calif., *Star-News* and *Post*, has been made advertising manager of the Home Service Company, Los Angeles, laundry and dry cleaning plants.

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# Printers' Ink-lings

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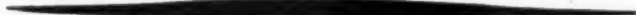


## Hot News

**A.** ATWATER KENT, following his usual custom, is now having his copy of P.I.M. sent to Bar Harbor. In the Winter he goes to Palm Beach. In between it's Ardmore, Pa. We know where Mr. Kent is at all times.

Big Ben just ordered renewals covering ten copies of the Weekly and eleven of the Monthly.

Clicquot Club announces more advertising. H. Earle Kimball, president, has been a P.I. and P.I.M. subscriber for years.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George F. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6900. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street  
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.  
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROY DICKINSON, Associate Editor  
C. B. LARRABEE, Associate Editor  
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## EDITORIAL STAFF

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J. G. Donley  
Andrew M. Howe  
Eldridge Peterson  
Allen Dow  
Don Masson

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, JULY 7, 1932

## Not So Fast, Mr. Sloan

In last week's PRINTERS' INK, Alfred P. Sloan, Jr., president of the General Motors Corporation, referred to the present relationship between publishers and advertising agencies as "unsound, uneconomic and unfair." In other words, if our deduction is correct, he is against the agency commission system and all its works.

Coming from an astute business man with such a reputation for clear thinking and courageous acting, this statement leaves us a bit puzzled.

Maybe our perceptions are dulled by the cumulative effect of these torrid July days. But we cannot follow Mr. Sloan at all in his line of reasoning.

In common with all other advertisers of high and low degree he does not have to worry about the agency commission issue in these perilous times. For there is no

issue. And there is no law or even custom which binds an advertiser to a standardized practice in regard to the agency commission; he can get any kind of service he wants and practically write his own ticket as to the cost of this service.

After long experimentation a commission of 15 per cent paid by the publisher has been more or less decreed by custom as a fair basis of compensation for services rendered by the agency to the publisher and the advertiser.

But there is nothing sacred about that rate; its origin is only human. Many agencies do as they please about observing it to the letter. Likewise advertisers can get any kind of agency service they want, ranging from the very good to the very bad, and the commission question can be and is being adjusted accordingly. There is more than one way of beating the devil around the stump.

A PRINTERS' INK editorial on January 14 said this:

"Every advertiser in America using agencies can get the kind of service and the size of rate he wants."

The sentiment is hereby reiterated.

Agency commissions under the prevalent system range from 15 per cent down. Or the service can be conveyed on a flat fee basis.

But all this does not mean that the 15 per cent rate or the system back of it lacks in soundness, fairness or economic strength.

If an agent is making too great a profit at 15 per cent there are probably ways by which the matter can be adjusted. We do not know of any agent who is piling up riches at that rate right now, however. The average operating cost of 88 leading agencies during 1931 was 99.13 per cent of their gross return.

If there are any inequities in the system, therefore, it would seem to us that the greater preponderance of the evidence, as the lawyers would put it, is on the side of the agencies.

Mr. Sloan seems to be a bit precipitant.

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### Sinners, One and All

The fundamental error in the anti-trust laws, designed to protect business from the consequences of its own acts, is that they circumscribe free-will on a supposition of guilt before the fact.

J. Harvey Williams, president of J. H. Williams & Co., New York, tool manufacturers, in an address before the American Hardware Manufacturers' Association, aptly summed up the thinking back of the anti-trust laws as a "philosophy which was conceived in misconception and dedicated to the proposition that all business men are malefactors."

Of course, there are certain acts which should be prohibited for the common good. There is no place in the American scheme of business for unregulated monopoly, for the old-time "price-fixing luncheons," or for oppressive, destructive and unfair trade practices in business.

But it is also very much against the fundamental American spirit to deny to the business man, even to the rich business man, the presumption of innocence in advance of conviction.

The tragedy of the present system is that in order to apprehend a few possible malefactors everybody is made to suffer—producers, investors and consumers alike. The idea seems to be that it is better for the whole country to suffer than to permit a few sinners to escape.

And then, in addition to being fanatically unjust in their application, the enforcement of these laws costs altogether too much money.

The cost—in unbalanced production, in restraint upon legitimate enterprise, in the counterchecks which right-minded business has had to set up for its own protection against meddling authorities, in indecision and uncertainty—if it could be estimated, would reach an appalling figure. We have a notion that it would make the takings of bootleggers and their accessories look like pin money.

No wonder that business men of one accord are pressing strenuously for a new deal.

### Quick Shifts

The historian who looks back on these times from the vantage point of five years hence will be able to point to one quality which produced profits for many at a time when they were scarce.

The ability to shift quickly, to change a product, or package, a method of selling to meet fast-moving markets, is the underlying principle in a score or more of success stories told in these pages over the last year.

Especially in companies which never caught the craze for volume at any price, this policy of making a quick change when its need was indicated has enabled management to make a far better showing than those which have pushed ahead on the old basis.

The mastodons were a genus of powerful and immense animals which became extinct because they couldn't turn around quickly enough.

In this volcanic period when the whole world seems to have become fluid with new ideas which are now on the point of congealing into new forms, quick shifts to tap shifting markets is merely rational common sense.

### Parasite Media

A man authorized to speak for a great industry which each year invests millions in advertising, in commenting on the late editorial which appeared in PRINTERS' INK for June 16, was particularly pleased with these questions asked of advertisers:

How many media are on your list because the publication is a nice fellow?

How much are you charging up to advertising that should properly go into your charity account or selling expense?

How much are you squandering in classes of media that have yet to prove their value or because of your president's vanity?

This close observer of trends and wastes in selling and advertising wants another question asked:

How much are you spending in parasitical publications which with-



out authority or real standing, representing nobody but their publishers, get advertising from you on false promises and improper methods?

In a letter reproduced in **PRINTERS' INK** last week, P. D. Saylor, president of Canada Dry Ginger Ale, Inc., said: "Real reduction in advertising expense can come only when we all make it our business to know more about what we are buying."

Certainly much money is now being wasted in certain parasite publications which have no real reason for existence. The executive anxious to reduce advertising costs should first look into such wastes. He would then have more money to invest in proved media.

As George W. Hill, president of the American Tobacco Company, said in **PRINTERS' INK** in this connection:

"From my point of view proper advertising is cheap—quite cheap enough. The results are what count."

Advertising, withdrawn from irregular, worthless and parasite media, invested in result-getting space by men who know values thoroughly, is the procedure to which every stockholder is entitled.

### **Unwanted Handouts**

F. M. McCabe, an official of the Bruce Publishing Company, St. Paul, in common with other business men of that section, is up in arms against the black picture of conditions in the Northwest that some people are painting in order that they may get what he describes as "a Government handout."

According to some of these individuals there is a grasshopper scourge in South Dakota and something near a crop failure in other States. But a careful survey made by Mr. McCabe's organization reveals that the reports are grossly exaggerated—and that the exaggeration was made by politicians who are eager to shine in the rescue role.

In other words, here is pork-barrel grabbing of the grossest sort

which is holding back the earnest efforts of American advertisers to hasten economic recovery.

Instances such as this make it all the more understandable why there is such a widespread revolt among business men against the sectional politician, who, figuratively speaking, throws the American flag across his manly chest and declaims about the number of millions he has taken out of the United States Treasury for local benefit.

It is refreshing to note, too, that this sort of thing seems to be missing fire in the Northwest. People, as we have often remarked, have much more sense than the politicians are ready to credit them with. Even personally conducted visits to the public crib, as it were, are not enough to becloud their judgment.

### **Action and Reaction**

The burden of proof, it seems to us (as it was in 1929), is upon those who are suggesting or asserting that the current state of business may prove to be "normal." As well might we expect a pendulum to remain poised in mid-air at one extreme of its swing.

All the evidence of economic history attests to the simple fact that the normal course of business is from peak to peak, through the intervening valleys of depression. Until it has been definitely proved that business can indefinitely starve in one of these valleys, no rational man will have any truck with those beaten souls who are now crying, "We're all washed up."

Those who are counseling business to attune its operations to the present low extreme would likely advise the skipper of a becalmed ship to unstep his masts and convert his sails into awnings. The wise skippers of business are overhauling sails and gear, getting all set to catch the first real breeze that blows.

### **Joins Equitable Life**

Edgar Clark, formerly advertising manager of the Eisemann Magneto Corporation, has joined The Equitable Life Assurance Society of the United States in a similar position.



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## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

CREATIVE RESERVES do not figure in our balance sheet, but they do represent a Newell-Emmett asset of value to our clients.

This agency maintains an unusually high ratio of creative workers per account, even in these times. And that is reassuring to the advertiser who seeks unusually thorough service.

"NOT HOW MUCH, BUT HOW WELL"

# Color Usually Outpulls Black and White by Wide Margin

STACK-GOBLE ADVERTISING AGENCY  
CHICAGO

## Editor of PRINTERS' INK:

Please send us a list of the articles you may have published with reference to the value of color against black and white, and *vice versa*.

H. L. HULSEBUS,  
Vice-President.

THE most conclusive tests on the pulling power of color as opposed to black and white were probably those made some years ago by various mail-order houses in their catalogs.

One house found that color out-pulled black and white on an average of two to one, although occasionally the ratio was as high as five or even ten to one. Other mail-order concerns have had similar experiences. For instance, one of them increased the sales of pianos from one a day to seven a day by the substitution of a color page. While this ratio was not maintained, the quick jump in sales was attributed directly to the change.

Dr. Daniel Starch in his "An Analysis of 5,000,000 Inquiries" found that 3,972,747 of the returns from 2,349 advertisements were suitable for figuring a reply ratio. He found that the color advertisements brought an average of 53 per cent more returns for 100,000 circulation than black and white advertisements of similar size and character. An earlier investigation

made by Dr. Starch showed a superior of 56.7 per cent for color.

In dealing with this subject, it is well to bear in mind that color will pull much better for certain products than it will for others. The day when its mere use in itself attracted enough attention to make an advertisement a heavy puller is past. While there is today less color advertising than there was in the boom days, the ratio of color to black and white is high enough so that the pure attention-value factor has suffered.

In a report, "Color in Magazine Advertising," published in 1931 by the Association of National Advertisers, Inc., some interesting reasons are given by advertisers for the use of color. Thirty-two advertisers use it because there are color values in the product, while twenty-eight use it because of added attention value. Fifteen use it for its innate appeal and fifteen because it helps to throw an unusual atmosphere about the product.

Other advertisers queried indicated that they did not use it because they thought, in the case of the products they were selling, the added cost would not bring commensurate returns owing to the fact that the advertising theme, or the products themselves, did not adapt themselves to color.—[Ed. PRINTERS' INK.]

## To Represent European Sales Group

Curtis, Olney & Company, Inc., New York, has completed an arrangement with a group of European bankers of Zurich, Switzerland, who are establishing sales agencies throughout Europe for the sale of American-made products, whereby the Curtis, Olney concern will act as American representative for the group.

## S. M. Meyer Joins Erwin, Wasey

Stanton M. Meyer, for the last six years with the Meyer Both Company, Chicago, has joined the Chicago office of Erwin, Wasey & Company, as a member of the plans and copy department.

## R. W. Bentley with Tampa "Times"

Robert W. Bentley, formerly chairman of the Florida Highway Department, has been made assistant to the publisher of the Tampa, Fla., *Times*. He was managing editor of the *Times* from 1907 to 1916. Colonel D. B. McKay has returned to active management of the paper, having resigned as Mayor of Tampa.

## Elected by Industrial Advertisers

Stuart G. Phillips, advertising manager of The Dole Valve Company, Chicago, has been elected secretary-treasurer of the National Industrial Advertisers' Association.

## If Beer Returns

(Continued from page 6)

Brewing Company tells me that they would invest at least \$50,000 in advertising as soon as beer was legalized. This brewery carried on for twelve years with soft drinks, jobbing of related merchandise and making of cereal beverages.

He states that this company would add 1,000 men in plant and branches, would buy a "very considerable amount of machinery and materials, increase freight shipments by at least 500 per cent, make 'very heavy' purchases from farmers."

Edward A. Schmidt, president of C. Schmidt and Sons of Philadelphia, would spend from \$50,000 to \$100,000 on advertising, would add some 300 men to the pay-roll. He says it would "help thousands of men in such industries as farming, glass bottle blowing, containers and cartons, auto truck builders, coopers, artisans in building construction." He would invest more than \$500,000 in machinery and materials and there would be twelve to fifteen cars each day in added freight. He says that 300,000 bushels of grain and 250,000 pounds of hops would be purchased by his brewery and estimates from 80,000,000 to 100,000,000 bushels of grain and 75,000,000 to 100,000,000 pounds of hops for all brewers.

Just as this issue is going to press other brewers in response to my inquiries are telephoning further figures on advertising, machinery and material purchases which I hope to tell about in a subsequent issue.

"No one denies the fact that quantities of beer and malt beverages are being consumed now," one brewer tells me.

"The method of production is full of waste. Alley plants are now paying gangsters to deliver this beer; we are paying prohibition agents to make the manufacture of such malt drinks more difficult.

"Beer is now a product of war.

It is the racketeer's biggest source of income. Part of this waste would go into advertising and selling efforts. Part of it would be taken off people's taxes. Is that a break both ways?"

"I'm not here to answer such questions," I told him. "But if beer is legalized I know a number of publishers who could use some increased advertising revenue."

## Smaller Industries Plan Conference

UNDER the general theme, "New Levels of Management Effectiveness—the Job Ahead," the second annual conference of smaller industries will be held at Silver Bay-on-Lake George, N.Y., from July 11 to 15. This conference for discussing the problems of the smaller manufacturer was inaugurated last year in co-operation with a number of business associations. The program for this year will present, among others, the following subjects and speakers:

"The Importance of the Smaller Plant in Our National Economic Structure," Frederick M. Feiker, director, Bureau of Foreign and Domestic Commerce; "Taking Stock of the Smaller Plant's Advantages," D. R. Stevens, vice-president, The Okonite Co., Passaic, N. J.; "Installing and Operating the Sales Budget," Harry E. Howell, auditor, General Fire Extinguisher Co., Providence; "Practical Methods of Determining Production Standards and Application of Payment Schemes to Plant Employees," Stewart M. Lowry, in charge of organizing and directing incentive activities for the Procter & Gamble Co., and

"How Can the Small Company Conduct Market Research and Analysis at the Right Cost?" R. H. Dick, president, Barrington Associates, New York; "Getting the Most Out of a Small Advertising and Sales Promotion Expenditure," L. H. Weber, advertising manager, The Osborn Manufacturing Co.; "The Alternative to Employment Stabilization—The Relief Situation in the Year Ahead," John H. Fahey, president, Worcester, Mass., Post; "Providing for the Economic Problems of Employees," B. E. Shlesinger, Gleason Works, Rochester, N. Y.; "The Co-operative Research Activities of the Mechanic Institute," Wilson W. Burden, Witte & Burden, Detroit, and "Greater Utilization of Trade Associations, Business Organizations and Government Bureaus," W. J. Donald, partner, J. O. McKinsey & Company.

# The Little Schoolmaster's Classroom

WHEN photographs are being used in advertising there are a few words of caution that should not be overlooked. Are the settings correct in every detail?

Just recently a photograph was sent to the Schoolmaster illustrating a trout fisherman on the stream. There were at least a half dozen mistakes. The outstanding error was that the angler was holding the rod backward while netting a fish. Golfers and yachtsmen frequently find gross errors in illustrations supposed to appeal to them.

There really is no excuse for such illustrations. When photographs are being made it is wise to have someone present who knows something about the subject.

The Ciba Company, manufacturer of pharmaceutical products, had several photographs made of hospital scenes. Inasmuch as the illustrations were to be used in publication and direct-mail advertising reaching professional men, the company wanted to be sure that every detail would be correct. Professional men are keen observers, and if hospital scenes or other illustrations showing professional activity are incorrect they can spot it immediately. To save itself any embarrassment, Ciba had all photographs taken at a private hospital and when the settings were made two professional men from the company and several doctors from the hospital were present. With these professional men present, Ciba was assured of photographs that were correct in every detail before the camera clicked.

The advertising manager for another pharmaceutical house was telling the Schoolmaster recently that he was ordered to discontinue all direct-mail advertising to phy-

## FOR INFILTRATION ANESTHESIA as well as for topical and spinal administration... **NUPERCALNE, "CIBA"**

"Infiltration local anesthetic with a 1:1000 solution of nupercaine has been used in a routine during the past fourteen months for carpal tunnel, circumferential, myofascial, hydrostatic, etc., of nupercaine (Nupercaine, Ciba) and for the relief of chronic and acute pain."

From the Bulletin, J.A.M.A., June 28, 1950, Vol. 143, page 1885.



To meet doses of 1.5 to 2.0 g. of nupercaine, "Ciba" produces a solution, or an emulsion.



A 1:1000 solution of nupercaine, "Ciba," is as effective as a 1% solution of procaine.

NUPERCALNE "CIBA" in 1:1000 dilution gives infiltration anesthesia of the same intensity as that produced by 1 to 2% procaine hydrochloride; the loss of sensation following its injection persists for hours.

NUPERCALNE "CIBA" is not a cocaine derivative; consequently, it does not come under the "Harrison Act." It is a quinine derivative and is chemically identified as alpha butyloxycinnamic acid diethyl-ethylammonium hydrochloride.

NUPERCALNE "CIBA" may be used for the induction of any form of local anesthesia, such as carbide, infiltration, neural and spinal.

Write for descriptive literature.

**CIBA COMPANY, INC., NEW YORK CITY**

sicians during the months of July and August.

Being a believer in consistent advertising, the advertising manager could not see how his company could save very much money by eliminating the regular mailings to physicians during these two months.

He sat down and did some tall thinking and worked out a plan whereby the mailing list was broken down into age groups. He then went to the management and gained consent to continue mailings to physicians up to the age of fifty years.

The young and coming physicians, he said, should be reached regularly by the company so that the line would always be kept before them. The physician up to fifty years of age who is set up in regular practice is always interested in learning about new pharmaceuticals and in having new information about standard products

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# Lazy Day

THERE is no good reason at all that lazy days should cause *lazy minds*.

While it is satisfactory as a title for a popular summer song, there can be no lazy day now for the man who hopes to be doing business *next fall and winter*.

The total omission of imagination is entirely too easy a habit in the hot days of an off year.

Yet the publisher and advertising agent expect manufacturers to have courage and imagination to design new products and aggressively advertise them instead of sitting by the roadside weeping gently.

If the manufacturer of a wool blanket like Kenwood has the courage,

foresight and imagination to bring out a totally new product designed for what would be an off season without such imagination, then surely publishers and others with services to sell may be expected to apply to their own business the same qualities they admire in advertisers.

There are so many new and better ways to say old things, there are so many things that buyers want to know about markets, rates and media, that *opportunity hammers hard*.

One fine way to add to next fall's lineage figures is to change a lazy summer day into a time of concentrated imagination and tell the story of markets in a new way to the advertisers who read the

## PRINTERS' INK PUBLICATIONS

## For an Advertiser who Needs Results HERE IS A MAN . . .

For one advertiser he obtained \$19,000. free space on a \$67,000. newspaper appropriation.

For another his sales analysis led to a 56% sales increase.

For a mail order advertiser he increased sales per advertising dollar 99% and reduced the inquiry cost 30% while industry's sales suffered a large decrease.

10 years of seasoned agency experience in most industries; radio, automotive, mail order, oil refining, agriculture and others. Formerly a public accountant and sales analyst, he has a "figure sense" and knows how to apply mathematics to advertising and sales. He can write but likes best to plan and produce advertising. A good judge and experienced buyer of art-work, engraving, typography, printing, lithography and all media.

**Write "ME" Box 54, Printers Ink**

**I**nternationally known manufacturer with enviable position in its field, in business over 30 years, highest Bradstreet rating; marketing new product of proven sales appeal.

Offices now established in twenty cities. Managers desired for cities still available. Organizing or sales experience desirable, but not essential. Company's field workers will train Manager and assistants and help Manager build organization.

Exclusive sales franchise for man with capital of \$5,000, which is wholly administered by Manager.

Desirable applicants will be accorded personal interview. Address "A," Box 191, Printers' Ink.

that he is using. If a saving is desired this advertising manager reasoned that it could be effected by discontinuing the mailing campaign to physicians over fifty years of age. Many of these men do not practice during the summer months and others are not so keen about studying literature.

The Schoolmaster believes that this reasoning is well worth considering for two reasons. First, it points out that an advertiser should always consider his entire audience before discontinuing any form of advertising of any kind, and second, that if an economy has to be put through, it is well worth reaching the most susceptible part of your audience rather than to discontinue to advertise to your entire audience.

\* \* \*

The catalog is one of the most important pieces of merchandise that most companies manufacture. Yet often those manufacturers who put the most care into packaging their other products send out the catalog without benefit of anything but a drab cover.

Bee, Incorporated, distributor of automotive parts and equipment, sends out its catalog in a package that teaches a needed lesson to many an advertiser. The package itself is a stout fibre box and on the cover is an arresting design, a map of "The Land of Greater Profits." This map is fanciful, showing as it does such roads as Customer Good-will Highway, Greater Earnings Boulevard and Increased Volume Road. It has its outdoor signs telling about "the finest tools and equipment" and "the best in shop supplies." In the center is the Ocean of Opportunity into which is set a box that contains the name of the addressee.

Few prospects will receive this catalog without taking an immediately increased interest in its contents and also the company issuing it.

\* \* \*

"We've heard a lot about keeping money in circulation—but here in Rochester we're actually doing it," writes Milton G. Silver, vice-president of the John P. Smith Company, Inc.

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"Attached is a facsimile of a Propensity check, about 100 of which have been issued to date (in small denominations) and are now circulating in and around Rochester."

This Propensity check is sent in a folder which tells about its purpose. The recipient is asked to endorse it in one of the fifty spaces on the back of the check but not to deposit it. Instead, he is to send it on in the same folder with a letter asking the next man to do the same. Each man who receives this check is supposed to pay a bill with it or make a purchase. The fiftieth person to receive the check is to endorse it and deposit it in his bank.

"This one \$10 check," the folder says, "will then have served the purpose in commerce of \$500."

"To date—and some of the checks have been out for three weeks or more," says Mr. Silver, "only six of them have come back to the bank with less than fifty signatures."

"So far as we know, only one of them has been refused and that by the treasurer of one of the country's largest industrial concerns (not in Rochester) who uses at least \$8.50 worth of stenographer's time to tell in detail why it would be contrary to their policy to accept such a \$10 check."

\* \* \*

The Schoolmaster has given his full share of advice to young men who want to break into the advertising business. Some of the advice has probably been fairly good, and a recent incident makes him believe he has found a good way out on the whole advice-giving business.

A young man, who had been graduated from a big Eastern university and then had gone to England for a post-graduate course, wanted to become an advertising man. The Schoolmaster gave him the usual advice about getting a training, and a little while later he discovered that the young man, taking it seriously, had been included in the training squad of a New York department store.

He had to get to work early

## An Unusual . . . \$12,000 Salesman-Executive

Trained in analytical selling; knows markets, the basic principles of research and sales promotion. Six years as New York Manager of a group of publications; 4 years as advertising sales manager of national magazine. Quite extensively traveled. Speaks 2 foreign languages with excellent foundation in 2 others.

Wants real opportunity as sales manager, agency contact man or space salesman on publication of mass circulation. Also might be interested in opportunity to act as liaison man between domestic and foreign sales offices or as foreign representative. At present employed.

"Z," Box 190, Printers' Ink.

### To a Manufacturer Whose Production Abilities have Advanced Beyond the Vision of His Present Selling Staff. . . . .

Due to rather unusual circumstances, an aggressive and experienced Sales Manager, who is still on a payroll, wants to change.

This man will bring with him, if desired, a complete organization of Branch Managers and Service Engineers—all extremely capable, and all at present on the payroll of a well-known manufacturer.

This man and his organization are thoroughly familiar with the Automotive Industry and the marketing end of the Oil Industry. They know the personnel, the short-cuts, and have ready entrée into the various units of both industries, from Coast to Coast.

Their experience is not limited to this field, but embraces all types of selling mechanical specialties.

Both Sales Manager and his organization are personally known to the writer, who will gladly answer, in detail, any questions.

**D. C. HIGHT**

McCann-Erickson, Inc.

285 Madison Avenue, New York City



every morning, he was switched in to various departments and finally got a selling job on the floor. All the time he was talking about his fine foundation for advertising.

However, the last time the Schoolmaster met him he was talking about the day when he might get to be assistant buyer. In other words, this young man, starting in to get a background for advertising, is gradually getting away from it and will probably make a pretty good department store man.

Young men who will deal with the things that make advertising possible, such as the manufacturing, selling and distribution of merchandise, will if they ever do become advertising men, be better advertising men than otherwise they would have been. A great many of them will get into another line of business—which is a good thing, too.

It all goes to prove again the Schoolmaster's old contention that advertising is not a thing apart but an integral part of management and business.

\* \* \*

Class members will want to add to their lists of new use developments, the following incident: The Maytag Company, in addition to making electric washing machines, also turns out a washing machine using a gasoline motor. This motor, it has been found, serves excellently well as a power unit for toy automobiles. Hundreds of these automobiles, powered with the Maytag Multi-Motor engine, have been made throughout the country. And now a company has been formed, in no way connected with Maytag, to make nothing else other than these juvenile automobiles, and using the Maytag motor. The new organization is known as The Winston Corporation, with a factory at Joliet, Ill.

\* \* \*

Recently in Macy's, New York City department store, the School-

master observed a tie-up between package and folder that should commend itself to manufacturers of packaged products.

The label of the can in which Macy's Oil Soap is sold has an attractive red and white design in the center of which is the name of the product. The company has used this same design with the same placing of the product name as a cover for a "take-one" folder describing the product. Several packages and folders were displayed together and the result was a splash of red and white that caught the attention and at the same time gave a doubly effective invitation to the prospect to pick up the folder and read about the product.

### Death of A. H. Scribner

Arthur Hawley Scribner, president of Charles Scribner's Sons, New York, publisher of *Scribner's Magazine*, died at his home near Mount Kisco, N. Y., on July 3. He was seventy-three years old.

Mr. Scribner assumed the presidency of the publishing firm in 1930 after the death of his brother, Charles. He served as president of the Princeton Club in 1930 and was one of the founders and first president of the Ivy Club. His father established the publishing and bookselling business in 1846.

### F. A. Tichenor Acquires "Outlook and Independent"

Frank A. Tichenor, publisher of *The Aero Digest* and *The Spur*, purchased the *Outlook and Independent*, New York, at auction last week for \$12,500. He will continue publishing the magazine. The *Outlook* was founded in 1869 and four years ago purchased and absorbed the *Independent*, which was established in 1848.

### With "Voluntary Chain Magazine"

Gordon Cook, formerly editor of *Chain Store Review*, has become editor of the *Voluntary Chain Magazine*.

### Joins Homer McKee, Inc.

Carl Carstensen, for the last seven years with the promotion department of the *Chicago Daily News*, has joined Homer McKee, Inc., of that city.

TORONTO HALIFAX MONTREAL WINNIPEG LONDON, Eng.	<b>"GIBBONS KNOWS CANADA"</b> <b>J. J. GIBBONS Limited</b> CANADIAN ADVERTISING AGENTS	REGINA CALGARY EDMONTON VICTORIA VANCOUVER
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## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**WANTED—POLLARD ALLING NEWSPAPER ADDRESSING MACHINE. BOX 413, CARE OF PRINTERS' INK.**

### NEWS PRINT CIRCULARS

One, Two or Three Colors, size 17½x23 or 23x35, one page to 32 pages—a specialty of ours. Capacity of 1,000,000 a day. Also publication and job printing. Write for samples and prices. Southtown Printing & Publishing Co., 728 W. 65th St., Chicago, Ill.

### EMPLOYMENT SERVICES

**Good Time** have this summer. By engaging **PENN.** To negotiate for you position you want. **PENN.** is oldest national institution servicing **INDIVIDUALLY** and **CONFIDENTIALLY** \$5,000-\$50,000 men. Contacts mainly with Chairmen, Presidents, Directors. Aggregate experience of our officers is nearly sixty years. Consult **PENN** today, 636 FIFTH AVE., N. Y. C.

### THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than **PRINTERS' INK**, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in **PRINTERS' INK**, describing your man, should uncover many excellent prospects from among whom *one* is very likely to stand out as the best fitted for the job.

### HELP WANTED

**Advertising Salesman**, national organization. Extremely profitable syndicated folders, every business. Ideal side line. Commissions weekly. Apply W.S., 1016 Munsey Building, Baltimore, Maryland.

**SALES MANAGER WANTED**—A nationally known Cosmetic manufacturer is ready to consider applications for position of General Sales Manager. Applicants must have had definite experience in directing Cosmetic Sales Force. Give full particulars past experience, etc. All replies treated confidentially. Box 410, P. I.

**ACCOUNT EXECUTIVE** for drug accounts in New England Agency. Must be capable of getting business for agency and client. List accounts sold and serviced. Box 412, Printers' Ink.

### MISCELLANEOUS

**FOR RENT**—Small private office, 104 sq. ft., good light, in the Cameron Bldg., 185 Madison Avenue, corner 34th Street. Price of \$60 a month includes cleaning service, light and telephone. J. S. Heilman, 14th Floor, 185 Madison Ave., N. Y. Telephone: ASHland 4-6500.

### POSITIONS WANTED

**ARTIST**—figure, layout, still life; with 15 years' agency, studio, printing and litho experience; now in New York—offers services on contract at nominal figure. Box 411, Printers' Ink.

**ARTIST**—Grade A man with unusual agency experience national accounts, capable planning entire campaign or finishing work in any medium. Whole or part-time. Reasonable. Box 414, P. I.

### ACCOUNTANT-SYSTEMATIZER

desires position, whole- or part-time. Office routine analysis and installation of time-saving systems. Machine- or hand-bookkeeping. Best reference.

J. A. SCOTT, 1504 W. Mt. Royal Ave. Baltimore, Maryland

**CAUTION**—Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

**PRINTERS' INK** acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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# IT'S A GOOD TRICK IF YOU CAN DO IT!

**K**EEPING one's business without doing any advertising would seem like a slice of blue heaven to the manufacturer. It would be a good trick, if it could be done, but when was it ever possible? Certainly not now, when all your business rivals are hot on the trail of every prospect.

**Booklets; catalogs; folders; broadsides; any or all of these are a big help toward keeping present accounts and bringing in new ones.**

## **Charles Francis Press**

**MEdallion 3-3500**

**461 Eighth Avenue      New York, N. Y.**

# 88,846 WOMEN



readers of the Chicago Tribune during the first five months of this year filled in and mailed one of the Clotilde pattern coupons which appear daily as one of the many women's features which have made the Tribune the favorite newspaper of Chicago women. This was a gain of more than 18,000 over the same period of last year.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Office: Chicago, Tribune Tower; New York, 220 E. 42nd St.;  
Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 718 Chamber of Commerce Bldg.;  
San Francisco, 820 Kohl Bldg.